

# ICE CREAM FIELD



*February 1952*

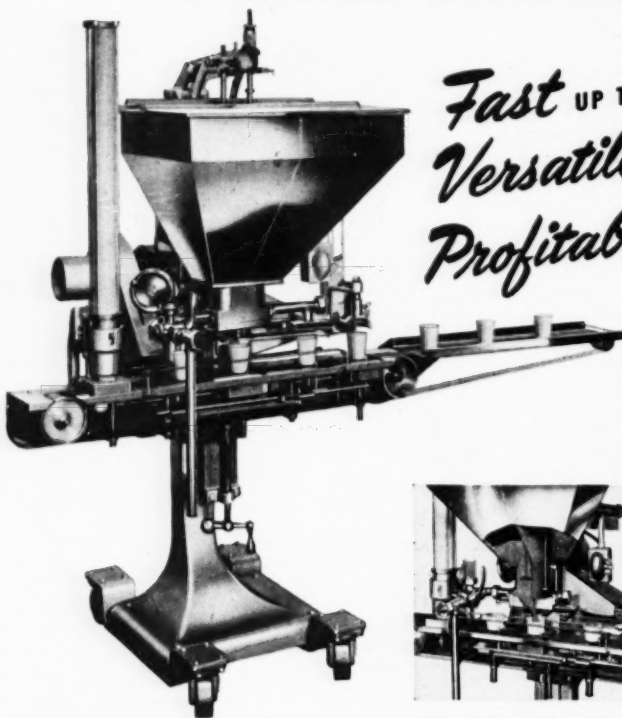
*In this issue:*

**Spotlight On Boosting Bulk Sales  
Analysis Of The Ice Milk Picture  
Part II—Get Your Plant In Order  
Production Gain Achieved In 1951**

PLEASE ROUTE TO	Owner	Prod. Mgr.	Sls. Mgr.	Adv. Mgr.	Library

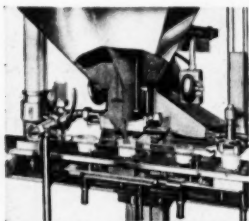
# INSTALL THE *Anderson* MODEL 34-C

## AUTOMATIC FILLER AND CAPPER

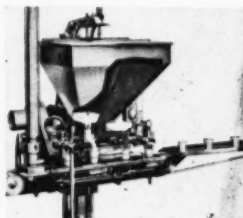


*Fast* UP TO 60 SMALL CUPS PER MINUTE  
*Versatile* FILLS VARIOUS COMBINATIONS  
*Profitable* REDUCES LABOR AND MAINTENANCE COSTS

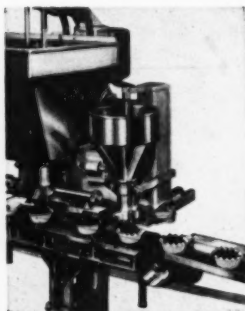
The last word in operating smoothness, efficiency, dependability. Handles all types of containers, with inset lids, up to and including pints. Output per minute up to 60 small cups, 45 medium cups, or 30 pints. Model 34-C operates with batch freezer or by direct tube hook-up with continuous freezer. Parts that contact ice cream are stainless steel or nickel silver. Comes equipped with syrup dispenser.



Filling small cups with one flavor using just one piston.

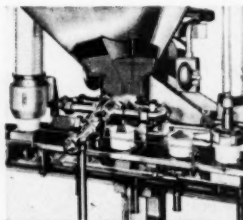


Left-hand section of hopper holds ice cream; right-hand section has sundae syrup.

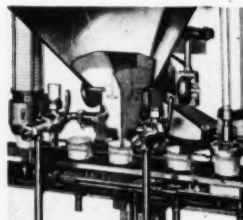


### TART ATTACHMENT

This new decorating attachment is extra equipment and takes the place of the capper when making tarts. Amount of whipped cream decoration is determined by piston setting.



Filling larger cups with one flavor using two pistons.



Filling nesting round cups with two flavors at one time.



*Use this Handy Coupon for Quick Information*

ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 2-2

Name \_\_\_\_\_

Address \_\_\_\_\_

# DISPLAY!

Let this beautiful glass front cabinet

## SELL YOUR BRAND



Imagine how your brand will catch shoppers' eyes in this brilliant glass front merchandiser. Think how your impulse sales will jump when you give your products this sparkling display!

The 4-ply, non-fogging glass front (with additional protective glass plate) and full-length top opening of the roomy Savage "GF" keep your brand temptingly in view... make self-service easy. Full-color ice cream pictures and contents of the cabinet are dramatically lighted by fluorescent tube for added eye-appeal. Six cross evaporator plates form five refrigerated compartments. Your product is always next to primary refrigeration. The Savage "GF" is the finest ice cream selling tool on the market, made by a reliable old-line company. Write today for illustrated literature. Savage Arms Corporation, Refrigeration Division, Utica 1, New York.

### SPECIFICATIONS

Length..... 55 1/2 inches • Width..... 30 inches  
Height (to top of superstructure)..... 55 1/2 inches  
Compressor Unit..... 16 h.p.

### THE ROOMY

# SAVAGE

## "GF" MERCHANDISING CABINET

*A Glistening Show Case  
for Your Brand*



**BOOST YOUR GALLONAGE AND PROFITS  
WITH THESE GREAT SAVAGE "SALESMEN"**

### SAVAGE

M-L Merchandising Cabinet  
13 Cu. Ft.

### SAVAGE

M-9 Merchandising Cabinet  
10 Cu. Ft.

The three merchandisers shown in this advertisement are part of the complete Savage line of 14 models: 3 and 4 single; 4, 6, 8, 10, 12 double (chest type); 4, 6, 8, 10 double (remote type).





# CHOOSE

**Here's the full line of "Shopper-Stoppers"  
that show, sell and save for you  
in any store location!**

Got a jumbo supermarket in mind—or a cozy candy shop? Call for a Kelvinator ice cream cabinet pronto! New 1952 Kelvinators fit any floor-space requirement—any kind of store. Their smart glass fronts flash your product's praises—spark impulse sales—accelerate your profits to a new high plane. Each Kelvinator is field-tested, a proven sales-winner and dealer favorite. *Each gives you the utmost in*

*dependability, performance, beauty, unequalled manufacturing experience.* You can't miss with Kelvinator! For complete details on dimensions, model advantages and prices, see your Kelvinator representative or write for your copy of Kelvinator's new Ice Cream Cabinet Catalog, Kelvinator, Dept. IF-2, Division of Nash-Kelvinator Corp., Detroit 32, Michigan.



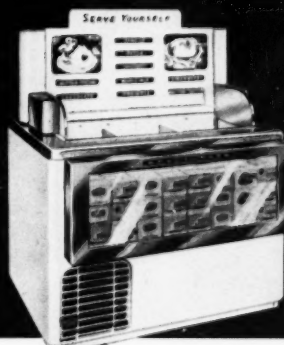
MODEL 49 GF



MODEL 60 GF



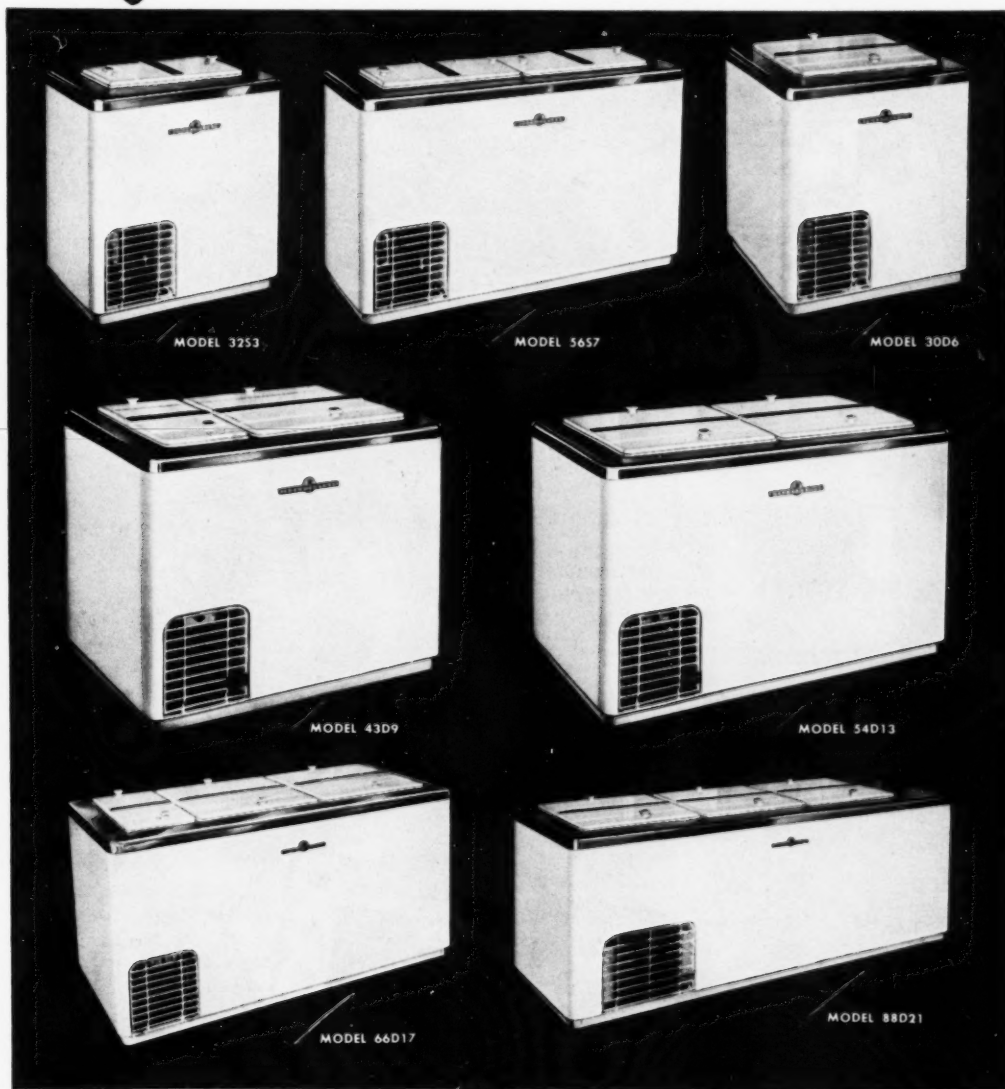
MODEL KM-12  
Available with or  
without "showcase"  
glass front.



MODEL KM-9  
Available with or  
without "showcase"  
glass front.

*Get more—Get*

# KELVINATOR!



**Kelvinator**  
THE BEST KNOWN NAME ON MODERN ICE CREAM CABINETS

ICE CREAM FIELD, February 1952

# is bright for you!

**YOUR SALES EFFORT WILL BE BACKED BY**  
***BILLION EXPOSURES***  
**TO "POPSICLE" ADVERTISING!**



**SOMETHING NEW FOR '52**

"Popsicle's" new outdoor campaign will be at work for you during the height of your selling season (595,000,000 Exposures)

**Fudgsicle® Creamsicle®**  
**Dreamsicle® Ice Cream®**  
ON-A-STICK

**FULL-COLOR PAGES IN THE COMIC SECTIONS  
OF MORE THAN 90 LEADING SUNDAY NEWSPAPERS  
(216,000,000 EXPOSURES)**

COPYRIGHT 1952, JOE LOWE CORPORATION, NEW YORK 1, N. Y.  
"POPSICLE," "FUDGSICLE," "CREAMSICLE," "DREAMSICLE," "JO-LO" and "POPSICLE PETE" are registered trade-marks of the JOE LOWE CORPORATION, N. Y. 1, N. Y.

**JOE LOWE CORPORATION**

**601 WEST 26th STREET • NEW YORK 1, NEW YORK**

400 WEST OHIO ST.  
CHICAGO, ILL.

2744 EAST 11TH ST.  
LOS ANGELES, CALIF.

100 STERLING ROAD  
TORONTO, ONTARIO, CANADA

# The '52 sales view



2<sup>3</sup>/<sub>4</sub>

**THIS IS  
ONLY PART  
OF THE BIG STORY!**

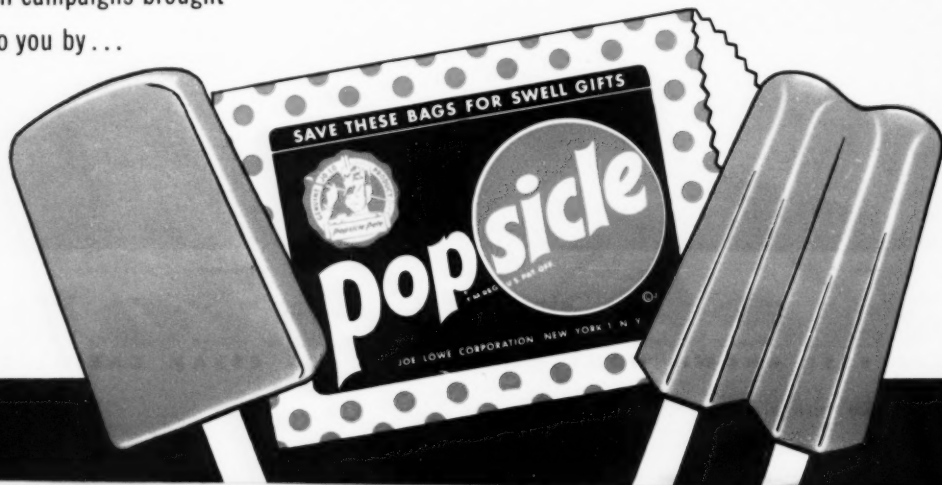
Your "JO-LO" representative  
is on his way with  
complete details on  
this most gigantic of  
all campaigns brought  
to you by...



MILLIONS OF POINT-OF-SALE  
PIECES in full color will  
corral kid customers . . .  
20,000,000 "POPSICLE  
PETE" Giant Gift Lists will  
be distributed.



COMIC MAGAZINES  
Full-page ads in more than  
30,000,000 Comic Magazines





*New Iowa installation features 490-gallon ice cream capacity*

## Big Volume Retail Ice Cream Store Uses Bastian-Blessing TWIN-SERV Fountains

This beautiful soda fountain in the modern Bettendorf, Iowa, store of Iowa Farms Milk Co. is fully equipped by Bastian-Blessing. The imposing assembly includes two TWIN-SERV fountain units; eight ice cream cabinets; shelving sections; a 39-ft. superstructure, and a 62-ft. counter which is raised off the floor for complete cleanliness and sanitation.

So heavy is store traffic that a 37-ft. length of counter free of stools is provided for quick customer service. A TWIN-SERV creamer unit at each section is capable of handling the tremendous volume of sodas, sundaes and other dishes. This remarkable unit in gleaming stainless steel is a fountain creation that bespeaks cleanliness and efficiency. Here is America's finest soda fountain which is quickly becoming the choice of progressive fountain owners all over the country. Some of its exclusive features are listed at the right.

These advanced soda fountains and other matching units will help your customers build ice cream sales. For proof, see your nearest distributor or write The Bastian-Blessing Co., 4205 W. Peterson Ave., Chicago 30, Ill.

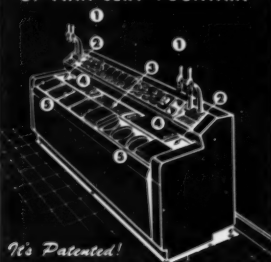
TWIN-SERV TRADE-MARK REG. U. S. PAT. OFF.

# BASTIAN-BLESSING

Qualified Sales & Service Outlets in All Principal Cities

ICE CREAM FIELD, February 1952

### EXCLUSIVE FEATURES OF TWIN-SERV FOUNTAIN



*It's Patented!*

1. Dual facilities throughout
2. Easy-reach storage compartments
3. Giant chipped ice pan in center
4. Handy flat work-space lids
5. All ice cream at front and slanted

12-page, full-color Catalog  
S-156, describes TWIN-  
SERV and pictures existing  
installations. Write for  
your free copy today.



# Coming Events

**FEBRUARY 12-14** — Hotel Pantlind, Grand Rapids, Michigan; annual convention of the Michigan Allied Dairy Association.

**FEBRUARY 13-15**—Hotel Lafayette, Little Rock, Arkansas;

annual convention of the Arkansas Dairy Products Association.

**FEBRUARY 19-20**—Hotel Lorraine, Madison, Wisconsin; annual meeting of the American Dairy Association of Wisconsin.

**FEBRUARY 19-21** — Oregon State College, Corvallis; annual convention of the Oregon Dairy Manufacturers Association.

**FEBRUARY 24-26**—Hotel Texas, Fort Worth, Texas; annual convention of the Dairy Products Institute of Texas.

**FEBRUARY 26-28**—Hotel Andrew Jackson, Nashville, Tennessee; annual convention of the Tennessee Dairy Products Association.

**MARCH 11-13**—Hotel Brown, Louisville, Kentucky; annual convention of the Dairy Products Association of Kentucky.

**MARCH 17-19**—Hotel Morrison, Chicago; thirteenth annual meeting of the American Dairy Association.

**MAY 12-14** — Pocono Manor, Pennsylvania; annual convention and outing of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

**MAY 21-23**—Hotel Casablanca, Miami Beach, Florida; annual convention of the Florida Dairy Industry Association.

**MAY 25-28**—Hotel Edgewater Beach, Chicago; annual convention of the Flavoring Extract Manufacturers Association.

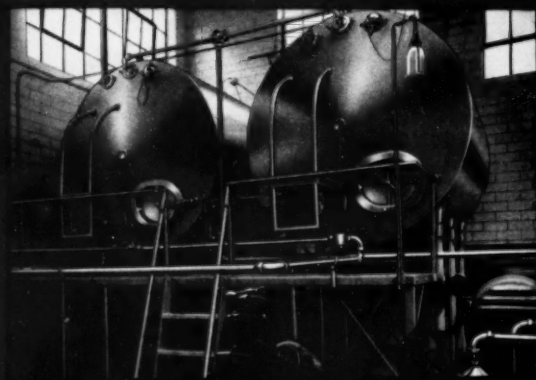
**JUNE 24-26**—University of California, Davis, California; annual meeting of the American Dairy Science Association.

**SEPTEMBER 22-27** — Navy Pier, Chicago; Dairy Industries Exposition.

**SEPTEMBER 22-24**—Chicago, Illinois; forty-eighth annual convention of the International Association of Ice Cream Manufacturers.

**SEPTEMBER 25-27**—Chicago, Illinois; annual convention of the National Association of Retail Ice Cream Manufacturers.

## Chicago Stainless



which buyers are selective . . . demanding only the best that experience and craftsmanship can give . . . the choice is unquestionably Chicago Stainless products. To prove this, write for complete information or call your Chicago Stainless jobber. Your factory is invited.

### CHICAGO STAINLESS EQUIPMENT CORPORATION

3001 ELSTON AVENUE CHICAGO 30, ILLINOIS

- milk storage and refrigeration tanks
- milk transportation tanks
- milking and milking tanks
- butter flow production
- cream-packed bottles
- general equipment

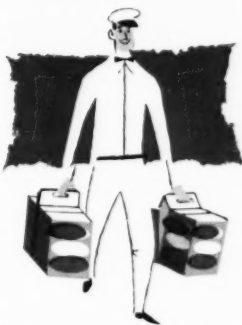
*new square container*

*holds 40% more ice cream*

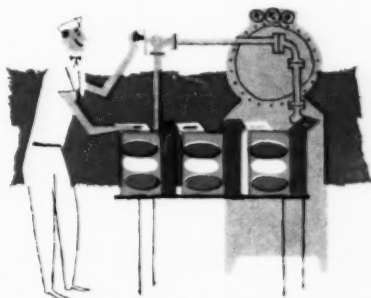
**THRIFTY, EFFICIENT, 3½-GALLON SHAINWOOD** bulk container is square, disposable, designed to save space and cut your overhead all down the line. Of strong corrugated board with a white inside liner, the square shape holds 40% more ice cream than the ordinary 2½-gallon round can—in the same cabinet space. Another Container exclusive.



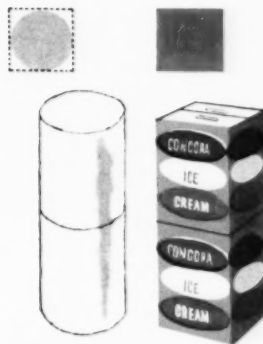
- 1 EASY TO SET UP.** It assembles quickly, easily **by hand**—gives dependable protection to contents in handling and shipping.



- 3 EASY TO HANDLE.** Roomy handles allow drivers to handle 4 containers at a time. Shainwood boosts truck capacity, reduces frequency of service calls per store.



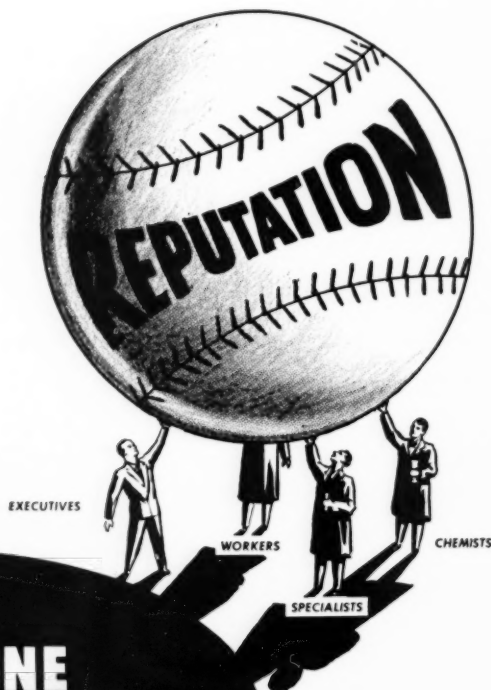
- 2 EASY TO FILL.** Shainwood needs no form while filling. Flat bottom and snug fit in cabinets prevent spinning while dipping. No disposal or pick-up problem.



- 4 EASY TO STORE.** The square shape gives up to 40% more capacity in all operations—hardening room, trucks, dealers' cabinets—cuts costs for you. Shainwood stores flat, saves warehouse space. Write today for further details.

**CONTAINER CORPORATION OF AMERICA**

Chicago and 39 other cities



**EVERYONE  
IN OUR  
ORGANIZATION  
IS ON THE  
BALL**

We all know that experience and integrity are essential in producing a product in which the maker can take pride.

Here at Vanilla Laboratories we feel that the reputation for quality we have built and maintained over the years is due to the fact that every man in our organization is experienced in his job, takes pride in his work, and honestly tries to perfect the operation for which he is responsible.

After the Vanilla best suited for a product is determined, every man sees to it that his work is so performed that every shipment of that Vanilla is absolutely uniform and ready for shipment in the right container on the exact date specified.

**V**anilla Laboratories, Inc.  
ROCHESTER, N. Y.

PURES—BLENDS—CONCENTRATES—POWDERS

## Short Courses

**FEBRUARY 13-15** — Agricultural and Mechanical College of Louisiana State University, Baton Rouge, Louisiana; annual Dairy Products Manufacturing Course. Information available from Professor A. J. Gelpi, Jr., of the school's Department of Dairy Manufacturing.

**FEBRUARY 18-28** — University of Minnesota, St. Paul, Minnesota; Short Course in Market Milk and Ice Cream Manufacturing. Information available from J. O. Christenson, Director, Agricultural Short Courses.

**FEBRUARY 18-MARCH 1**—Ohio State University, Columbus, Ohio; Ice Cream Short Course. Information available from the school's Department of Dairy Technology.

**FEBRUARY 19-21**—Oregon State College, Corvallis, Oregon; Dairy Manufacturing Short Course. Information available from Professor G. H. Wilster of the college's School of Agriculture.

**FEBRUARY 22**—Purdue University, W. Lafayette, Indiana; Beginning of eight week course in Dairy Manufacturing. Information available from Professor H. W. Gregory, head of the school's Dairy Department.

**FEBRUARY 25 - MARCH 7** — North Carolina State College, State College Station, Raleigh, North Carolina; Short Course in Ice Cream Making. Information available from Eugene Starnes, Box 5125, Raleigh.

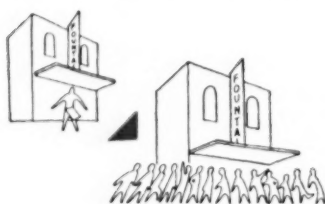
**MARCH 9-20**—University of Georgia, Athens, Georgia; Ice Cream Short Course. Information available from H. B. Henderson, chairman of the college's Dairy Division.

**MARCH 10-14** — State College of Washington, Pullman, Washington; 21st annual Institute of Dairying. Information available from Professor H. A. Bendixen of the school's Department of Dairy Husbandry.

**MARCH 12-13** — Agricultural and Mechanical College of Texas, College Station, Texas; annual Dairy Manufacturers Conference, primarily for plant personnel. Additional information available from Professor A. V. Moore of the school's Department of Dairy Husbandry.

**MARCH 25**—Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa; Dairy Industry Day. Information available from Professor C. A. Iverson of the school's Department of Dairy Husbandry.

When You Can't Beat 'em... Join 'em!



DON'T LET specialty store competition squeeze you and your customers out of the ice cream profit picture. Delicious, popular specialties like soft ice cream, frozen custards, milk shakes and malts served fresh from a SWEDEN Fountain Freezer quickly build new volume, stimulate both soft-serve and factory-packed ice cream sales.

Switch to SWEDEN —  
and Boost ALL Ice Cream Sales!

SWEDEN attracts new customers and stretches dealers' profit, giving them incentive and funds to merchandise all ice cream sales. They can make malts and milk shakes 6 to 8 times faster than ever before—with far less effort. Food and labor costs tumble. SWEDEN allows complete control over product portions and consistency.

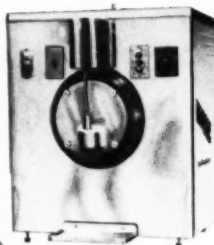
There's a reason for the nation-wide popularity of these fine flavored specialties. Cash in on them. SWEDEN Fountain Freezer can help you meet—and beat—your sharpest competition. SWEDEN equipment cost is negligible. There are models designed for installation in existing stores and fountains!

For details, refer to classified phone listing "Ice Cream Freezers" for your local dealer; or write, wire or phone.

SWEDEN FREEZER MANUFACTURING CO. • Dept. A-1 • Seattle 99, Washington

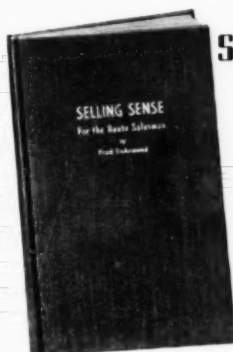


A Model for Every Need



MODEL 1-190 (Shown Above)—High capacity, small, compact, automatic continuous freezer. Soft-serve type serving. Can be mounted on table, or on 2 1/2 gal. refrigerated mix storage compartment. Completely automatic, meets rush or slack demand. Only equal efficiency. Exclusive automatic dispensing rate operated by foot switch. Sturdy construction. Trouble free operation.

**Produce greater volume  
and increased profits  
from any territory—**



## SELLING SENSE

**For the  
ROUTE  
SALESMAN**

**by  
Fred DeArmond**

135 Pages  
Cloth Bound  
Pocket Size, 5 1/4" x 7 1/2"

With this new book, ice cream manufacturers and milk companies can show salesmen how to open new dealers and increase gallonage in present outlets. The beginner as well as the veteran route man will learn how to produce greater volume and increased profits. "Selling Sense . . ." has brought together hundreds of sound sales ideas in a manner that will be quickly and easily understood.

Whether you operate one or a hundred routes, every salesman will benefit from these proven sales ideas . . . and will make more money for himself and for you.

While "Selling Sense" has been written for the individual route salesman, it will be helpful to supervisors, sales managers, and others who are concerned with improved methods of selling.

Send your order today — mail your check now with the attached blank.

Ice Cream Field  
19 W. 44th Street  
New York 18, N. Y.

Please send us \_\_\_\_\_ copies of "Selling Sense" by Fred DeArmond, at \$3.50 each plus postage.  
Check enclosed for \$ \_\_\_\_\_.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

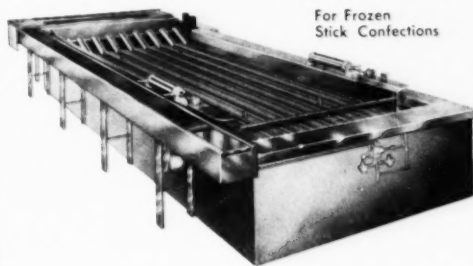
Zone \_\_\_\_\_

State \_\_\_\_\_

**It PAYS to do it the  
VITAFREZE Way**

## VITAFREZE<sup>®</sup> SUPER - COLD BRINE TANKS

For Frozen  
Stick Confections



## Precision Built For High Speed Production

VITAFREZE creative engineering and years of practice brings you modern, efficient, SUPER-COLD Brine Tanks.

There's a model to match your production requirements - from 12 to 120 molds - built of plain or stainless steel. VITAFREZE LOWERATOR Cross Feed and Mold Return Conveyors save labor and speed production . . . makes work easy.

Modernize your plant with a VITAFREZE Super-Cold Brine Tank. Like all VITAFREZE Stick Confection Equipment it will pay for itself.



### LARGE TANKS

(as illustrated above)  
... reach greatest efficiency when working with a VITAFREZE Model D or DC Automatic Dipping and Bagging Machine.



### SMALLER PLANTS

... a VITAFREZE Brine Tank with a Streamliner Dipping and Bagging Unit saves labor and provides high man hour production.

Write for FREE Catalog and Complete Details

**VITAFREZE Equipment, Inc.**

6601 EASTERN AVENUE

SACRAMENTO, CALIFORNIA

Sales Representative - Joe Lowe Corp. New York City

Patents Pending Reg. U. S. Patent Office



# IMPROVE ON NATURE

with **VIRGINIA DARE**

## TRUE FRUIT FLAVORS

VIRGINIA DARE TRUE FRUIT FLAVORS  
and No. 98 (imitation) Fruit Flavor  
Extracts

- CHERRY
- LOGANBERRY
- PINEAPPLE
- RASPBERRY (RED)
- RASPBERRY (BLACK)
- STRAWBERRY

**True-Fruit Extracts Insure the Balanced Flavor and Uniformity of Taste that Fruit Itself Sometimes Fails to Provide!**

All fruits contain the basic ingredients of water, sugar, and acid—yet few parcels of fruit taste alike. The water content varies, or the acid, or possibly the sugar—making the production of a uniform fruit ice cream a constant problem. By adding Virginia Dare True Fruit Extracts as a blender (not a fortifier) you'll get better balance—a higher degree of uniformity. If cost is a factor—an ounce of Virginia Dare True Fruit Extracts eliminates as much as  $\frac{1}{2}$  lb. of fruit. Where costs require imitation flavors—Virginia Dare No. 98 Fruit Flavors do an outstanding job.

What are you doing about  
**ST. PATRICK'S DAY?**

For your special promotions: Virginia Dare Pistachio, Creme de Menthe, Lemon and Lime, or Lime. Or for better Bisques: Pistachio Pineapple and Pineapple-Creme de Menthe!

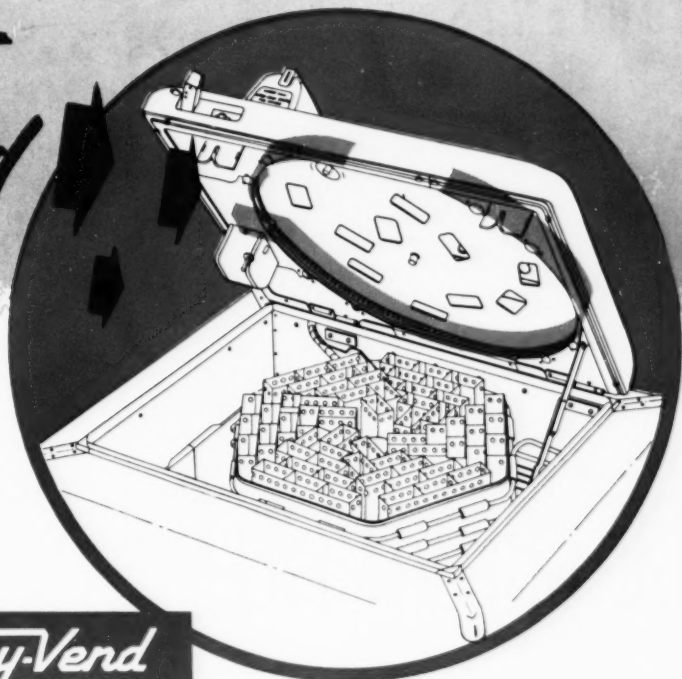


# VIRGINIA DARE

EXTRACT CO., Inc. Bush Terminal Building No. 10  
Brooklyn 32, N. Y.

# Frost Shield

**NEW  
1952  
FEATURE!**



**Vendo**

**Dairy-Vend**  
TRADE MARK

**C**urrent models of the Dairy-Vend ice cream vender

carry the new "frost shield" around the revolving disc.

This feature, a Vendo research development,

reduces frost accumulation to an efficient minimum.

The 1952 production of Vendo Dairy-Vends

includes other improved features . . . all the more reason

why Dairy-Vend ice cream venders will again lead the field in 1952!

## THE VENDO COMPANY

7400 EAST 12TH STREET • KANSAS CITY 3, MISSOURI

WORLD'S LARGEST MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT

ICE CREAM FIELD, February 1952

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## ICE CREAM FIELD

VOL. 59

*February*

NO. 2



Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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#### GET YOUR PLANT IN ORDER

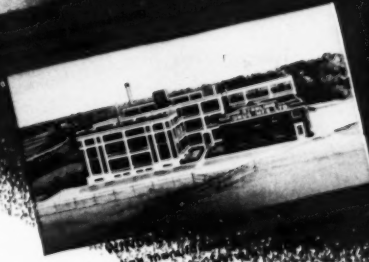
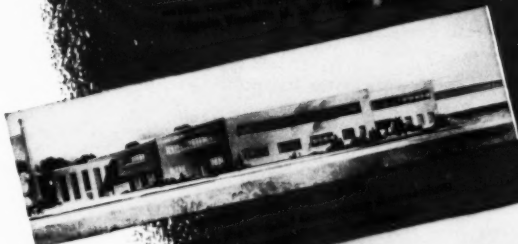
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*Sterwin*  
**Serves Food, Feed and  
 Pharmaceutical Industries  
 with  
 MODERN RESEARCH  
 QUALITY PRODUCTS  
 DEPENDABLE SUPPLY**

VITAMINS • ENRICHMENT CONCENTRATES  
 FLOUR BLEACHING AND MATURING AGENTS  
 VANILLIN • VITAMIN FEED FORMULAS  
 CERTIFIED FOOD COLORS • SANITIZING AGENTS

*Sterwin Chemicals Inc.*  
 Subsidiary of Sterling Drug Inc.  
 1450 Broadway, New York 18, N. Y.

BRANCH OFFICES: Atlanta, Boston, Buffalo, Chicago, Dallas,  
 Kansas City, Mo., Los Angeles, Minneapolis, Portland, Ore., St. Louis.

## A LOOK AT THE

# Soda Fountain

**I**N this issue much is written about bulk ice cream and the state of the soda fountain business. Advocates of fountain operations point out that something must be done on an industry-wide basis in 1952 or we shall suffer the loss of many more wet stops.

It was logical that the ice cream industry aggressively solicited sales of packaged items during recent years. The food store, theatre, vending machine, etc., were fertile fields for our exploitation through self-service equipment. The effort was well worthwhile with excellent returns and new volume.

As a result, what usually happened was that ice cream was purchased in the food store instead of at the druggist's soda fountain. In brief, we got the same dollar from a different outlet.

Now the suggestion is advanced that we re-awaken interest in the soda fountains without detracting one iota from our package and specialty promotions. If this could be achieved it would mean a healthier, balanced business.

ICE CREAM FIELD in this issue gives voice to the thoughts and plans of many ice cream manufacturers and supply companies. They aim for more bulk sales while maintaining and increasing the packaged, novelty and specialty sales. Perhaps a keynote of the program may be found in remarks of an advertising man familiar with the industry's problem. Here are some thoughts advanced by George Leroy of Al Paul Lefton Company:

"Very little effort has been exerted to bring the public to the soda fountains. Our major advertising in newspapers, billboards and television shows ice cream served in a home setting. Rarely is the suggestion made that ice cream should be purchased in sodas or sundaes at soda fountains or restaurants.

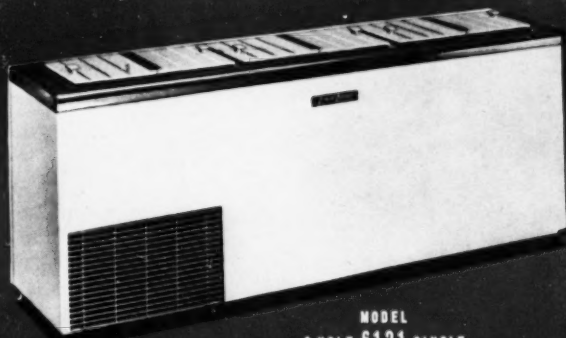
"We have plenty of stimulating material for selling sodas and sundaes at the soda fountain but we have overlooked the need to bring more customers to the fountains. So it appears that we must create the fountain impulse outside by making it the smart thing to do daily. The soda fountain used to be the most popular place in town. Once again, through an industry-wide effort, we can make this truly American Mecca the place to go."

Instead of merely the switch of the consumer's dollar from bulk to package, through sound promotion the industry can, by added sales, go after \$1.05 or even \$1.10. If through promotion, stimulating interest, attention, thought and suggestion, we can make one more person out of every sixty-seven go to the fountain daily for a soda or a sundae, then we have added a sizable percentage to our bulk business. The time has come for the industry to do a real job through all types of advertising and publicity methods by saying to the public, "drop in at your favorite fountain today." There's a million ways to do it and a million people willing to follow such a sound and healthy suggestion: "Enjoy an ice cream refresher at the soda fountain and take enough home for the family!"

# Frigid-Freeze

REFRIGERATION CORPORATION OF AMERICA, ALBION, MICHIGAN

THE QUALITY NAME IN THE ICE CREAM CABINET FIELD



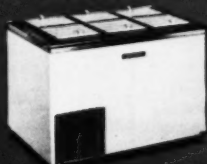
MODEL  
6 HOLE 6121 SINGLE



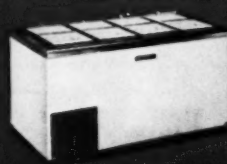
MODEL  
10 HOLE 10221 DOUBLE



MODEL  
4 HOLE 4221 DOUBLE



MODEL  
6 HOLE 6221 DOUBLE



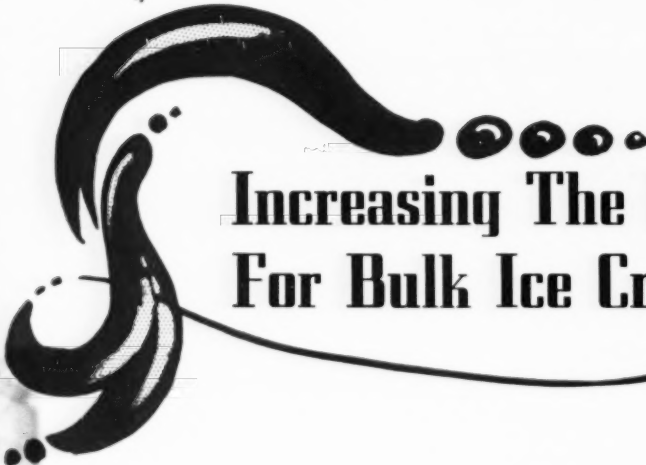
MODEL  
8 HOLE 8221 DOUBLE

## FRIGID-FREEZE

### Tops in Engineering First in Features

- Increased capacity — More bulk and package storage.
- ALL STEEL CONSTRUCTION — NO WOOD.
- Vapor sealed — All cabinets pressure tested.
- All copper tubing.
- Stainless steel top — One piece heavy gauge.
- Removable evaporator.
- Pull-out sealed compressor — For easy maintenance.

REFRIGERATION CORPORATION OF AMERICA • DIVISION OF LONERGAN MANUFACTURING CO.  
FACTORY: ALBION, MICHIGAN • SALES OFFICE, 201 N. BROAD STREET, PHILADELPHIA, PA.



# Increasing The Demand For Bulk Ice Cream

BY HOWARD B. GRANT  
Publisher, ICE CREAM FIELD

A FEW minutes after Harlie Zimmerman phoned me, I picked up the telephone again and called a local ice cream manufacturer.

"Jack," I said, "the Quality Chekd Dairy Products Association has asked me to talk on increasing bulk ice cream sales."

My friend was most sympathetic. "Howard," he cautioned, "speak gently of the dead."

Now, this was no laughing matter. Although I have been and still am a staunch supporter of more package,

novelty and specialty sales through food stores, theatres, vending machines and self-service cabinets, I have been aware that bulk ice cream has slipped from seventy per cent of total sales to as low as 30 per cent in many companies. It seems that this is a trend brought about by a sad combination of negligent ice cream manufacturers, misguided dealers and mistreated consumers at soda fountains all over the nation.

Let's face it. Serious damage has been done by talk of unknown profits, shrinkage in bulk, etc. The bulk stop customer has been scared away from handling bulk ice cream. With no little encouragement on our part, the bulk customer has discarded the one big advantage he had over his deadliest ice cream competitor—the chain store, supermarket and grocery store. It is known that the net profit margin for chain grocery stores averages less than 2 cents per sales dollar. How long could the average soda fountain stay in business were it to compete with the chains on this basis?

Something can and must be done to offset defeatist remarks such as, "Bulk ice cream is as obsolete as the old cracker barrel." Surprisingly enough, there are companies and even retailers who are giving bulk ice cream the attention justified by the profit involved. But you alone are the doctor who can revive slipping salesmen and prescribe new methods for increasing bulk sales. You are the driving force, the man who must instruct and inspire the salesmen and your dealers, to rebuild their morale, and to help them make more money on bulk ice cream for themselves and for your company.

There are only two avenues for the sale of bulk ice cream. 1) the product consumed on premises, 2) the

(Continued on page 78)

## WHAT STARTED THIS DECLINE?

Our indifference or inability to tell the small fountain operator the facts about his business.

Our lack of explanation and demonstration of the profit possibilities of a soda fountain.

These two factors caused the owner to take a nonchalant attitude toward obtaining and holding competent fountain personnel.

In turn this created dirty, unsightly fountains, counters, glassware, booths, tables and service.

Plus the fact that we were negligent in the training of soda fountain clerks.

Therefore, prices skyrocketed too high . . . servings became too small. The result: poor values to the consumer.

BUT . . .

Is this trend true in the entire bulk ice cream market?

. . . From the 1952 Ice Cream Program,  
Quality Chekd Dairy Products Ass'n.

that's  
always  
one  
way  
that's

# foolproof



⌋ Have you switched to AMERICAN FOOD stabilizers yet? It's the one way to be sure your ice cream will come out of the hardening room, *rich-textured and full-bodied!* All over America, leading ice cream manufacturers rely on STA-VEL, the CMC stabilizer and S-233, the all-purpose stabilizer-emulsifier for *foolproof* ice cream production. Why not let AMERICAN FOOD stabilizers make your ice cream a top favorite at the taste zone, your pay-off zone!

**STA-VEL, the CMC stabilizer . . . S-233, the all-purpose stabilizer-emulsifier**



## AMERICAN FOOD LABORATORIES, INC.

860 Atlantic Avenue, Brooklyn 17, N. Y.

3968 NORTH MISSION ROAD, LOS ANGELES, CALIF. • PHILADELPHIA • BALTIMORE • DETROIT • CHICAGO • SAN FRANCISCO

ICE CREAM FIELD, February 1952

# There's Clear Selling Ahead!

... WITH  
THESE...



**MORE**  
eye appeal

**MORE**  
buy appeal

**MORE**  
features

**MORE**  
refrigeration

**MORE**  
capacity

**MORE**  
visibility

**MORE**  
for your money



**MODEL GF12  
HOLDS 556 PINTS**



**JUST PLUG-IN FOR SATISFACTORY OPERATION**

Due to our policy of continuous product improvement, all models and specifications are subject to change without notice or any obligation.

# Schaefer

## GLASS FRONTS



MODEL GF16  
HOLDS 780 PINTS

*Here's Why  
You'll Want  
SCHAEFER  
Glass Fronts*

Built-in disappearing night cover.

"Keep cold" glass bottle plan.

Display space for related items.

Four pane Clearview Glass Front.

Schaefer Air Flow for clear vision.

Stainless steel top.

Handles pints, quarts, half gallons, pies, novelties.

Heavily refrigerated compartments. All walls coiled plus Schaefer coil refrigerated partitions and extra coiling at top.

Four full color lighted transparent pictures.

Hermetically sealed, 1/4 h. p., 110 volt, 60 cycle, A. C. unit.

Freeon 12 refrigerant.

For that fast turnover, for more ice cream sales with more profit, you'll want these Schaefer Glass Fronts. These Schaefer Ice Cream Merchandisers give you more capacity for your money, the very utmost in display and self service, with the famous Schaefer Clearview visibility and more features and performance than any other Glass Front Merchandising Cabinets.

**SCHAEFER, INC.**  
SINCE 1929 MINNEAPOLIS



Schaefer Ice Cream Cabinets, Clearview Merchandising Display Cabinets, Pak-A-Way

Home and Farm Freezers.



# We Need ACTION!

**S**OME dissatisfaction in hand packing bulk ice cream has been expressed by dealers occasionally for a long period. During the Second World War, most dealers were restricted by quotas established by the ice cream manufacturers and during this period there was some shortage of fountain help and, in many instances, such fountain help as was available was not entirely satisfactory, and through the combination of circumstances most dealers flatly declined to hand pack ice cream. This became more or less habitual and has carried well into the post war period. Even though they are able to get all the ice cream they are able to sell, in most instances they still decline to hand pack ice cream.

As a consequence, dealers who own fountains expect to offer only ice cream pre-packed by the manufacturer in competition with chain grocery stores and the multitude of small candy shops, etc., who have recently added ice cream, which is sold in package form from open style cabinets. It would appear that many of these small dealers, dispensing limited quantities of ice cream, are not going to give the product the attention

it deserves or would get from a dealer with whom it is a major factor. Also, it is improbable that the ice cream manufacturer will service such types of dealers often enough to insure that the public is always going to get fresh ice cream.

The ultimate effect of all of this is rather easy to foresee. It will mean a greatly increased degree of competition in the sale of pint packages of ice cream with the result that the price will steadily descend and in all probability will eventually reach extremely low levels, with consequently greatly reduced returns to both the dealer and the ice cream manufacturer. A continuation of the present practices will undoubtedly finally result in shifting the sale of ice cream from the corner drug store to chain grocery stores, etc.


It would appear that the dealer who has a soda fountain has a very good defense against this trend if he is willing to utilize it. The chain grocery store does not operate soda fountains and also usually closes at six o'clock whereas the druggist, with a fountain, is usually open until at least nine or ten o'clock in the evening and, in addition, could offer the sale of ice cream sodas and sundaes under inviting conditions and, of course, this is not available at the chain store.

Is the owner of the ice cream fountain fully alive to these possibilities, or is he content to allow indifferent treatment of the public at the soda fountain to shift his ice cream business into the competing outlets?

In our observation another factor which appears to be having a most serious adverse effect upon the ice cream fountain as a profitable outlet for the dealer and the ice cream manufacturer is the extent to which

## ABOUT THE AUTHOR

The author of the discussion which begins on this page of the ice cream industry's bulk problem is a prominent supply firm executive. This authority has been concerned with shrinking soda fountain sales and resultant bulk ice cream profit losses, and herein offers several suggestions designed to halt this trend.



**NEW EASY-REACH DRAFT ARMS!**  
Lower, nearer grip—more glass clearance.  
*Exclusive!*  
Just ONE of the 50 finer features of the  
new LIQUID "Diamond 50" Fountains!

In achieving leadership as the world's  
largest soda fountain manufacturer, Liquid has  
consistently held to the creed of *no compromise*  
with *quality*—of either product or service!  
... That is why, in this time of doubt and  
uncertainty, you can place faith in Liquid's  
product-performance and its exclusive,  
nation-wide, factory service organization.



THE LIQUID CARBONIC CORPORATION

3110 S. Kedzie Avenue Chicago 23, Illinois

soda fountains in so many instances have become lunch counters. Here we have many instances of stores with soda fountains partly occupied by a lunch counter business, with the result that the surroundings are not at all inviting to one who might want to stop at the fountain for a soda or a sundae. The preoccupation of the clerks in assembling and serving sandwiches, etc., seems to put the sale of ice cream sundaes and ice cream sodas in very much of a secondary position.

The writer had an experience during the summer which is probably typical of what is happening at many soda fountains today. I stopped in to a fine new drug store opened about a year ago. It had a fine new combination fountain and lunch counter with some adjoining booths. I inquired about hand-dipped ice cream and was informed that I could get it, and ordered a quart of vanilla and a quart of strawberry. After some delay the girl returned to tell me that they had no quart containers. I informed her that it would be all right to pack it in pint containers. After another delay she returned to tell me that they had only two pint containers of the style ordinarily used for hand dipped ice cream, but they had some other pint containers with disk tops. Since I was taking this ice cream to the home of one of my children not far away, I said it would be all right to pack it in that manner and I finally left the store with two quarts of ice cream, for

which I paid \$2.25, packed in four pint containers, of two different styles.

During the process of acquiring this ice cream (and had I not been particularly interested in seeing the transaction through, I probably would have left the store in disgust) I was in conversation with the proprietor, who told me that he had recently leased his fountain and lunch counter to someone else to operate because he was fed up with the girls back of the counter who were constantly wrangling about tips. Well, of course, it seems more or less natural to tip people who serve food, but it has not been the practice to tip people who work behind a soda fountain. But now, with the soda fountain becoming a combination of soda fountain and lunch counter, it is easy to see where the clerks' primary interest will reside and why the ice cream and ice cream soda interests suffer.

An ice cream manufacturer recently told of a dealer to whom he had been selling 12,000 gallons of bulk ice cream yearly. The dealer also sells food at his fountain, and in radio spot announcements tells the public to stop at his fountain for a cup of coffee. The annual sale to that dealer has shrunk from 12,000 gallons to 2,000 gallons. Perhaps the dealer individually does not fully realize the extent to which he is losing his grip on the ice cream business, and maybe he is content to

(Continued on page 84)

*Masseys Vanillas*



## ***Canny Buyers*** **go for MASSEYS VANILLA**

**because it's always working for them—**

It helps them hold their regular accounts.

Its tempting flavor brings in new business.

Its full body and strength means more flavor,  
using less vanilla.

Its uniformity can be depended upon — *always*.

***Its Good Taste Shows Your Good Taste***

**MASSEYS VANILLAS Inc.**  
*Vanilla Specialists*



1214-16 WEBSTER AVE., CHICAGO 14, ILL.

Write today  
for **FREE**  
working  
sample—  
and taste  
the  
difference!



*Masseys Vanillas*

# COPELAMETIC

THE *Accessible* HERMETIC

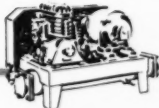
eliminates 9 out of 10  
service calls!



That's a strong statement to make, but well over 100 refrigerated cabinet manufacturers are finding that Copelametic can cut service calls 90%. Here's why. Belts, seals and the necessity for manual oiling were the causes for 9 out of 10 service calls in open-type units. These three bug-a-boos were eliminated in the practical-engineered Copelametic. Yes sir! Belts, seals and manual oiling were done away with. And to top that, Copeland engineers made this remarkable hermetic accessible. Adjustments can be made in the field . . . never a need to send it back to the factory.

We'll be glad to send you capacity data and more facts to prove that Copelametic is the perfect unit for your refrigerated cabinets.

Copeland belt-driven models also available through 7½ H.P.



Manufacturers of refrigeration units  
(belt-driven and Copelametic), water coolers

**Copeland**  
DEPENDABLE *Electric* REFRIGERATION



**COPELAND REFRIGERATION CORPORATION • SIDNEY, OHIO**

BY M. L. FINNEBURGH

Liquid Carbonic Corporation  
Chicago, Illinois

## IT CAN BE DONE!

WE have had the pleasure and privilege of addressing many state and national ice cream and drug conventions on the subject of "Increasing the Per Capita Consumption of Bulk Ice Cream through Better Coordinated Retail Merchandising Methods and Controls" and it is invigorating to join with ICE CREAM FIELD in the attempt to stimulate industry-wise the furtherance of this subject.

Unhappily, the ice cream industry, by virtue of its normal method of distribution, always faces the problem of leaving the final sales appeal and product presentation in the hands of the retail store owner. We refer in the main to the 40,000 retail druggists who constitute the single most important sales outlet for bulk ice cream.

The ice cream industry (ice cream manufacturers—supply people, etc) has so far failed to take full advantage of the unusual and disturbing position in which the retail druggist finds himself. Daily, he is confronted with new inroads into his sales field by financially strong and merchandising-alert sales pressure from super markets and other outlets which today sell over 10,000 different drug sundry items.

An executive of a nationally known manufacturer of such items recently gave us a shocking expression of this sales trend. We quote his figures indicating the change between 1944 and 1951 as to the relative percentage of this type of merchandise sold: Drug Store (retail independent) vs. the Super Market:

	Percentage of Total Sold	
	1944	1951
Retail Independent Drug Stores	48%	18%
Super Markets	4%	52%

The balance of sales on such items is divided among chain drug, variety, department stores, etc.

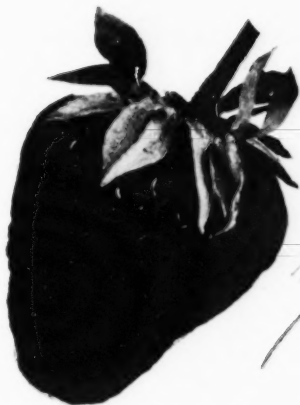
Possibly the retail druggist sought too long the shelter in fair trade practices—possibly there are other reasons but, what we (the ice cream industry) are primarily interested in at the moment is how to bring this trend more forcefully to the attention of the independent druggist and to *prove to him that ice cream, dairy products and a smartly operated soda fountain-luncheonette* are his chief sources of rebuttal and the medium through which he can regain (1) customer traffic, (2) the multiple sale and (3) greater sales volume and profit.

If the independent druggist is to hold his position in the American Way of Life—obtain his rightful share of the drug sundry business—he should become a more dramatic and aggressive merchandiser. He must find the way to bring customers past the door of his competitor. Ice cream, light foods—the soda fountain-luncheonette, is his answer. If he will make a better soda, sundae, malt; if he will feature fast service, sanitation, and a real interest in his fountain customers, he will soon find Mr. and Mrs. America again buying

M. L. FINNEBURGH, General Sales Manager of the Soda Fountain Division of the Liquid Carbonic Corporation, has long been considered a leader in the ice cream, drug store and food equipment fields. He is Chairman of the Executive Committee of the Soda Fountain Manufacturers' Association.



ICE CREAM FIELD, February 1952



**PICKED AND PACKED  
AT THE PEAK OF  
FLAVOR PERFECTION**



CREAM-PAK BRAND

# Strawberries

For Outstanding Flavor in Your Finished Ice Creams

## *Strawberry Puree*

- Top grade fruit—pure sugar—and a touch of pure food color for uniform tint. A product that is just right for either batch or continuous freezers.

## *Strawberry Marble*

- Choice vine-ripened Eastern berries processed the JHS way to provide an eye-appealing and rich-tasting ice cream. No. 10 tins and 5-gallon pails.

**J • HUNGERFORD SMITH CO •**

ROCHESTER, N. Y. • MODESTO, CALIF.

Branches: 48 Dey St., New York 7, N. Y. • 427 W. Erie St., Chicago 10, Ill.

*Send* for price list describing the complete line of CREAM-PAK BRAND Ice Cream Specialties.



# No wonder "It's easy to



ICN's  
Powerful Promotion Package  
will be put to work in  
your sales area



Your ICN representative  
is on his way with the whole  
dramatic story of the biggest  
all-out sales-getting drive in the  
history of ICN.

A SURE-FIRE CAMPAIGN TO  
HELP YOU SELL MORE...

Donald Duck  
**ICY-FROST® TWINS**

**DUCKY-DUBBLE**

**KREAMI-FROST**

**FUDGI-FROST®**



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# build profits with ICN™

## ICN's

### Performance - Proven Production Equipment

assures you

**GREATER EFFICIENCY**

**BETTER QUALITY-BIGGER PROFITS!**



**ICN AUTOMATIC LIQUID MOLD FILLER**

Heavy-gauge, reinforced stainless steel throughout. Adjustable, automatic, electrical control regulates pre-determined filling. Simple to clean. No lubrication required.



**ICN STREAMLINED MOLDS**

Basket and pan constructed of long-life stainless steel... Copper variation, built-in dipped, for fast freezing. Completely sanitary, durable and efficient.



**ICN BRINE TANK**

Refrigerated tank, insulated with 6 inches of rock wool on the bottom, side and ends to insure perfect refrigeration. Available for either ammonia or Freon. Special collection system insures peak efficiency.



**ICN SHUR-GRIP STICKHOLDERS**

Stainless steel throughout. Heavy-duty handles. Shock action eliminates jamming, prevents sticks from slipping. Both twin and single stickholders are of especially designed. Spacing convenient. Factory tested and improved.



**ICN COATING AND BAGGING MACHINE**

Improved capacity... up to 1200 cones per hour. Stainless steel... built-in... up to 250% savings in... up to 250% savings in... up to 250% savings in...

## Ice Cream Novelties

A DIVISION OF FRUIT PRODUCTS CORPORATION

601 WEST 26th STREET, NEW YORK 1, N. Y.

400 WEST OHIO ST.  
CHICAGO, ILL.

2744 EAST 11TH ST.  
LOS ANGELES, CALIF.

100 STERLING ROAD  
TORONTO, ONTARIO, CANADA

their drug sundry items from him, plus a profitable fountain business!

The idea is not new nor speculative—the chain druggists have proven the formula to be sure-fire. *They* continue to get their share of all phases of the drug sundry business and depend greatly upon the fountain-luncheonette as their "pulling power."

What can the ice cream industry do about putting a merchandising fire cracker under the retail druggist? There is plenty that can be done which will be received enthusiastically by the *retail store owner* if we, as an industry, get together in an educational program beamed at the retailer. All of us (ice cream, fountain, syrup, bakery, drug and sundry manufacturers) should tell the same story—tell it every day through our respective sales and promotional personnel, trade journal advertising, direct mail, sales meetings, conventions, etc.

Tell the story—the *profit and store traffic story of better ice cream merchandising!* Our selling organizations either do not know the many facets of this impelling story or are afraid to voice their knowledge and convictions in fear of losing an account.

Bulk ice cream, when transposed into a delectable soda, sundae, or specialty item at the hands of an aggressive fountain operator, has and will continue to appeal to every man, woman and child in America.

But they want it served courteously, promptly and in an environment not only pleasing, but under principles of modern sanitation. All of us can point to certain successful operators who are daily proving this reasoning.

For the benefit of our industry, for the security of the future acceptance of ice cream served on the premises, we must place stricter requirements upon our retail outlets. Let it be known that to sell and merchandise bulk ice cream, certain standards must be adhered to by the retailer. We cannot afford to cheapen the reputation of one of America's basis foods through indifferent handling by our retail sales outlets.

### Our Fault Also

The retailer has been at fault but so have we. We have talked a good game of merchandising but have failed as a whole to put our ideas into positive action. Recently, at several drug and ice cream conventions, the writer offered to help organize an industry pool of finance and promotional effort towards telling nationally the *profit and traffic story of bulk ice cream*. The offer still stands. We would like to see all reputable manufacturers in every phase of the ice cream industry band together in an intelligent and forceful

(Continued on page 86)

## STEP UP your sales with MERRITT'S new line of SHO-MORE merchandisers!

### STEP UNIT

Take the business to the next level, by the utilization of the "Step Selling Unit" the step-down level. This unit demands the best location in the store. Made in a wide range of sizes with or without heated NO-COOL dispensing unit. Space at eye-level for your own remarkable lithographic illustrations in Salvemini's Whole Ice Cream Catalog.

Send for literature to other retail merchandisers including MERRITT'S. Mail New Step-Up Dispensing Unit.

See display of these units at National Product meetings!



**R. K. MERRITT and Associates**

40 South San Rafael Avenue, Pasadena 1, California  
IN CANADA: 1000 PLANTING RD., 144 ELMER AVE., TORONTO 4, ONT.

**THE  
BUGABOO  
TO  
BEAT  
IS  
SHRINKAGE!**



Many factors can cause ice cream shrinkage . . . heat shock . . . jouncing in the truck . . . pressure . . . accidents. Stabilizers tend to reduce shrinkage, but by far the most effective stabilizer to fight shrinkage is SPA\*.

But that's only *one* feature of SPA gelatin. This pure food stabilizer also helps create a mellower, creamier ice cream. It dissolves easily, and allows the desirable low viscosity mix that flows fast and assures trouble-free freezer operation.

You would expect such superior performance to cost more, wouldn't you? Actually, SPA gelatin costs substantially *less* to use than ordinary gelatins! Write for details today while you have the address handy.



**B. YOUNG & CO. OF AMERICA, LTD.**

274 Madison Avenue, New York 16, N. Y.

Famous as makers of fine English gelatins since 1818.

**The oldest name in gelatin is Young.**

\*T.M. Reg. U.S. Pat. Off



# MERCHANDISING BULK

BY GORDON BASE

*William Neilson, Ltd.  
Toronto, Ontario, Canada*

**Y**EARS ago we in the ice cream business were fortunate in having stores whose main business was selling ice cream. They were known as "ice cream parlors," and lived up to their name by serving good milk shakes, and excellent sundaes and sodas that had at least one scoop of ice cream. In short, the people who operated these stores were ice-cream dispensers who knew what they were doing.

In modern times the stores have become much more diversified, and handle many more lines to attract additional traffic. As a result, the ice cream parlor has gone out of business and in its place has come the modern soda fountain or lunch counter. The lunch counter, as the name implies, was primarily interested in serving food and in a number of cases lacked knowledge of dispensing soda fountain items. This has affected the sale of ice-cream dishes and has resulted in the lower consumption of bulk ice cream.

We have only to check our records to find that the accounts which are merchandising their fountain dishes properly are achieving good bulk gallonage. Because of lack of interest on the part of the store owner, and poor merchandising methods on the part of the ice cream companies, there are too many accounts in the low gallonage class.

Because of high sales since the war years, we have taken the path of least resistance as far as bulk sales are concerned, and now, due to the leveling off of our package sales, we find that our bulk business has dropped.

There are several methods that we can use to overcome lack of interest in fountain operation. The first is *the proper training of fountain operators* in the making up of ice cream dishes.

We have found in our company that the most effective training has been carried out with new accounts which have had no previous experience with fountains. To gain the most advantage, this training should take place at the opening of the account, and the time spent has a direct bearing on the results obtained. This has been our own plan on opening a new account: our fountain man or ice cream salesman sets up the fountain the night before the opening in the following sequence: he arranges the back bar with dishes . . . the milk shake machines . . . the malted milk, powder, etc., keeping the various dishes and equipment in the areas in which they will be used.

The syrups and fruits are mixed according to the manufacturer's instructions. One of the most important items, in this regard, is to explain the proper method of making simple syrup. (The making of this syrup is just as simple as the name implies, but it still remains one of the most abused items at the fountain today. This, I believe, is a carry-over from the war years when sugar was rationed.)

The next step is setting the pumps on the fountain for the correct throw of syrup. The place to adjust the pumps varies on different fountains, but this can be checked easily. The labels in the fruit jars are also checked as to how much they hold.

Demonstrating the correct method of scooping ice

# *It's time You Tried...*



## *Capco*

BUTTERED TOASTED  
PECANS

**CAPCO BUTTERED TOASTED PECANS** have been a favorite with leading ice cream manufacturers for years because they are of the finest quality obtainable and are always fresh and ready to use. **CAPCO BUTTERED PECANS** are full of nutrition and are processed daily with high score, pure creamery butter.

FORM BP 224

THESE CAREFULLY SCREENED PECANS ARE SHIPPED THE SAME DAY PROCESSED TO INSURE ABSOLUTE FRESHNESS. Don't delay — it's time you too tried **CAPCO BUTTERED TOASTED PECANS.**

PACKED IN 25 LB. CARTONS

**THE CHARLES A. PETERSON CO.**  
917 CARNEGIE AVE. • CLEVELAND 15, OHIO

cream is, in itself, the most important operation at the fountain and, if we are to continue to sell bulk ice cream, it cannot be stressed too often. Showing the actual size of a No. 24 or a No. 16 scoop is the only way it can be done; quoting from a book will not get results.

We make up all the dishes common to the fountain, and point out the faults of many operators, such as: (a) too much syrup or fruit in the sundaes so that it runs over the sides, (b) leaving the milk shake on the machine too long, (c) forgetting the glass of water.

### Double-Dipping Pays Off

Of all the accounts we have opened up, those who have accepted this idea of double-dipping, and the use of whipped cream, have been consistently 1,000 to 1,500 gallons higher in their volume than accounts of the same size and type.

The task of bringing up older accounts to a standard is more difficult, and only by consistent effort on the part of the ice cream salesman can this be accomplished.

A special sundae every week or so will maintain interest in ice cream the year round, and not just for

a three-month period. For instance, a special sundae at Christmas time, when there is a great deal more traffic in the store, will create extra bulk business. But this, again, is a job that requires personalized service.

Combination suggestions such as a chocolate milk shake and a grilled cheese sandwich will help keep the scoop going into the ice cream.

A number of accounts using glassware without proper dishwashing facilities would do more business with paper service. (We all have accounts in which we would not have a drink or a sundae ourselves because of the condition of the glassware.) The paper companies have come out in the last few years with very attractive holders, paper cups and banana-split dishes that will do a real selling job. Some dry stops have been turned into wet stops with the use of paper and with very little expense to the store owner. One doesn't need to stretch one's imagination too far to see how much more bulk ice cream could be sold if ten per cent of our dry stops were changed to wet ones. To try this idea out, a year or so ago we loaned a customer a milk shake machine for thirty days. In a very short time he was selling fifteen to twenty milk shakes a day, and was impressed enough to invest fifty-two dollars in a machine of his own.

### Pricing Is Important

The pricing of the fountain drinks and sundaes is very important. In some cases, prices have not kept pace with the times, and because of the lack of profit, a number of fountains have been discontinued, or the quality and quantity of the ingredients in the ice cream dishes have been cut, so that sales have fallen. We show the operator the exact cost of making ice cream dishes, and then add the gross profit that he requires to operate. In this way, the consumer is satisfied with what he receives, and the dealer with the proper return on his investment. The public, as a rule, does not object to paying more for good, rich milk shakes or an outstanding sundae. To prove this, on some of our menus we put two prices for milk shakes, explaining that the more expensive one contained additional ice cream. On checking later, we found that the dealer sold more of the higher-priced shakes than the one containing less ice cream.

Menus are "silent salesmen" that can do a great deal to sell more ice cream, and are not "just something else" that the dealer asks us to do for him. Too many menus leave to the customer's imagination what the various dishes contain. For example, in "david harum—25c" there is nothing to stimulate one's appetite. However, if we say, "david harum sundae" and, underneath that, explain that it contains "1 scoop vanilla and 1 scoop strawberry ice cream, with pine-

### SAVE Fuel, Water and Time —Do Better Rinsing WITH THE NEOPRENE COATED SHUT-OFF VALVE

"Delivers the right kind of stream"



With Round Nozzle for Distant Rinsing



With Blade Nozzle for Close-up Rinsing

SPECIAL LIGHT  
for CLEANING



Projects powerful yet not dazzling light wherever needed. Clamp Base - Portable Neoprene Coated - Safe

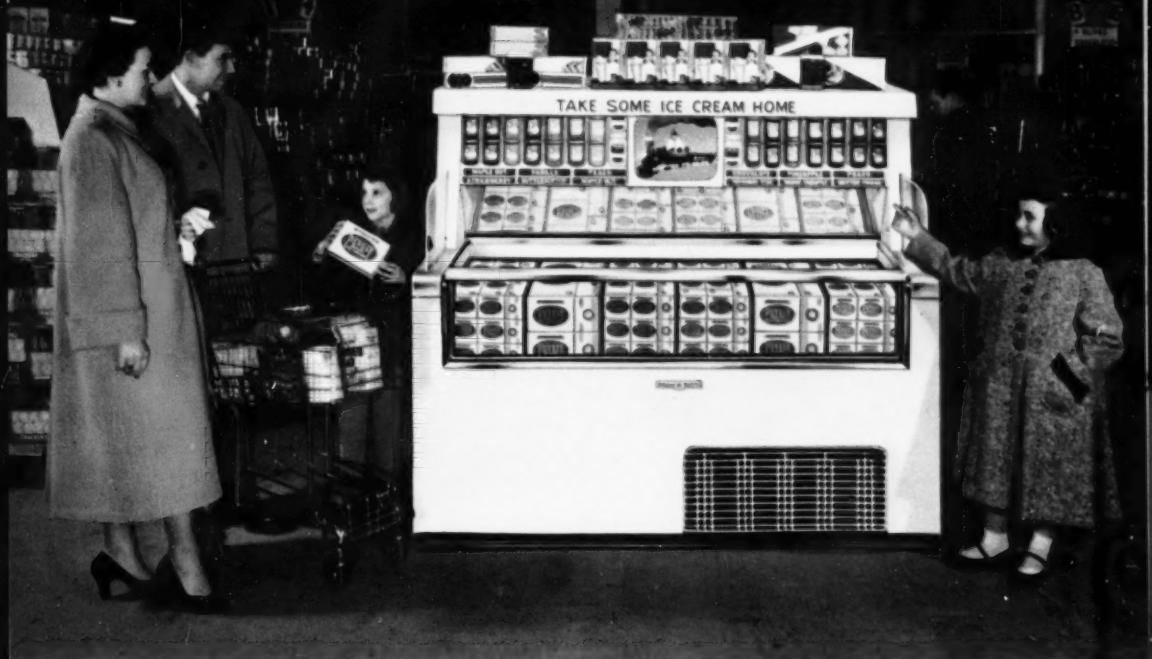
For best results use long-lived 1/2" Special Lightweight Hose equipped with Whip-End and Special Coupling with the Shut-Off Valve. A controlled Pressure Water Station is generally advisable.

Write for detailed information about these and the other efficient, money-saving cleaning devices

### SPECIALIZED ENGINEERING SERVICE

P. O. Box 816, Church St. Station  
U. S. Post Office, NEW YORK, N. Y.

Specialty Designed Quality Equipment for Economy and Reliability



MODEL GF-117\*

## You'll Profit More with More Display!

mark of



Excellence

Here's a new merchandising combination that couldn't be a *silent* salesman if it tried. It gets too much attention for that! Customers see your package easier than ever thru the large 4-glass Thermopane and thru the spacious top opening. And for real *stopping* and *selling* power, note the superstructure with *animated* picture, full length mirror and generous shelving for tie-in displays. *Merchandising* is your key to increased sales, and "to make the most of merchandising . . . buy Anheuser-Busch." For additional information on this or any of the 21 models in the A-B line, write:

REFRIGERATED CABINET DIVISION  
**ANHEUSER-BUSCH, INC.**  
ST. LOUIS, MO.

\*Refrigeration units cabinet with Super Defrost Superstructure available at additional cost.

## Here's A NEW Product AT A LOW, LOW PRICE



### BUTTER CHIP CANDY PELLETS

Another unusual development in candy for ice cream . . . Another fine product by Mann's Candies that means extra savings for you.

Made with first quality creamery butter to make it tops in quality. Months of extensive research have enabled us to deliver this fine product at a low, low price. No additional flavoring is required which means extra savings in your flavoring costs.

Butter Chip candy can be fed through fruit feeders without danger of production shut-downs caused by shearing of pins or clogging

If you haven't tried Mann's superior candy for ice cream, start now with this unusually fine product.

**35c** per lb.  
f.o.b. Los Angeles

\*\*\*

### 9 OTHER POPULAR CANDIES AS WELL AS SPECIAL FLAVORS

Specializing in candies for ice cream manufacturers, Mann's Candies bring you a full line of popular flavors.

ALMOND TOFFEE	PEPPERMINT STICK
HAZELNUT TOFFEE	MIDGET MARSHMALLOWS
BUTTER BRITTLE	BUTTER PECAN CRUNCH
LEMON STICK	ICE CREAM BAR CRUNCH
ENGLISH TOFFEE	SPECIAL FLAVORS AND VARIETIES

Write us today for complete information on your candy requirements. Samples available upon request.

## Mann's Candies

3970 North Mission Road  
Los Angeles 31, California

apple and strawberry fruit, topped with chopped cherries and whipped cream," what a different story that tells! As you can see, this will limit the number of items that can be used on a menu, but it is a good thing in itself, as it is much better for the staff to remember how to make a few sundaes *properly*, and the customer stands a better chance of receiving the same sundae, made the same way, every time he orders it.

If we follow a few simple rules on making up menus, such as: (a) making them large enough to be seen, (b) telling what the various dishes contain, and (c) illustrating, where possible, we shall thereby have an "agent" for selling bulk ice cream at all times.

Writing in white shoe polish, or "bon ami" on a back bar mirror is more effective in selling a "special" than a well-painted card. To illustrate this, one of our salesmen noticed a poorly-written "Special" for a banana split on a mirror, and told the clerk we had properly-printed advertising for this, and proceeded to change it. Upon visiting the account a week or so later, however, the owner advised him that the sale of the "special" had dropped nearly fifty per cent when the advertising was changed.

The ideal place to sell cones is the soda fountain or wet stop, one reason being that the staff is trained in scooping ice cream and can do so at a profit. A small sale at a fountain is not a nuisance, but rather an invitation to a larger one at a future date.

A misconception that seems to be prevalent among fountain operators is that they should charge extra for ice cream used as a dessert in place of pie, etc. A comparative price list will show that ice cream is less expensive than most desserts. For example, a good ten-inch pie, out of which can be obtained about eight cuts, will cost today at least forty-five cents to fifty cents; this works out to about five cents per cut, which is in excess of the cost of a No. 24 scoop of ice cream.

Years ago, when money was scarce, most of the ice cream companies introduced a double-dip cone, which helped sales at that time. In the past few months we have brought out some advertising featuring double-dip cones at ten cents or twelve cents, and where we have got this on dealers' windows, these cones are selling better than the six cent cone.

Although, in the past few years, we have seen a drop in the sale of bulk, there has been little attempt to do anything about it.

In merchandising bulk ice cream, it is necessary to do considerable training, and constant repetition is required if we are to overcome some of the objections. But remember, if we change the way of one account, the competitive account across the street will "get on the bandwagon," and the net result will be increased bulk gallonage which, I believe, is what we all desire!

This article is based on a talk given during the recent convention of the Ontario Association of Ice Cream Manufacturers.

# HOW TO SELL BULK

## **"Serve Well and Please" Cited As Objective at Soda Fountains**

**T**O those of us who have been in the field for over forty years, the evolution of the soda fountain is a true romance.

Fifty years ago or more, the fountain was just a counter over which people stopped for refreshment. Syrups were carried in quart bottles and toppings for sundaes as we know them today were limited and carried in open crushed fruit jars with a metal cover. About that time the first soda fountains began to appear and they were wall fountains placed opposite the counter.

With the progress of engineering, however, the wall fountain was abandoned and new improved dispensing apparatus with accommodations for every need appeared. New ideas were introduced in the process, better trained dispensers gave the soda fountain a romance and thus it became an institution where perfect foods in any form are now dispensed to the public.

In the process, ice cream developed into the purest and most nutritious food of all thanks to the efforts of the ice cream manufacturers and the unrelentless research and guidance of the dairy universities in each state, and at the same time syrups and toppings were developed to equal the perfect ice cream.

A setback occurred after the first world war. The soda fountain began to serve lunches which resulted in neglect of the real art of fountain service and many soda fountains turned into lunch counters. However, the real soda fountain operators overcame the difficulty by making better sodas and better sundaes and thus they maintained and now maintain the supremacy of the soda fountain as a server of sodas and sundaes while they may also serve good lunches. But the average fountain still neglects the sodas and sundaes as though they are parasites to the luncheon idea. Correction is due here to effect the improvements needed to

bring every fountain to its proper level in the scheme of things.

To better understand the need for improvements let us cite prices of sodas and sundaes forty years ago and now. Sodas and sundaes then were sold for five and ten cents and one may safely say that at five cents they were not unprofitable. Today sodas and sundaes are getting twenty to thirty-five cents while ice cream costs less now than then even though it is infinitely better now. So there is room for improvement and we all know the largest room in the world is the room for improvement.

At present, prices of sodas and sundaes at the soda fountain yield better profit than lunches and they do not require the overhead of the luncheon end of the service. What then we need is a thoroughly clean and sanitary fountain, neat and courteous dispensers trained to know how to make a good soda and a perfect sundae, and last but not least, the best quality ingredients to *serve well and please*.

Let us remember too that when people are pleased with our sodas and sundaes, they will have sodas and sundaes more often and this will increase the per capita consumption of ice cream. It will increase the business at the fountain.

Every fountain, then, must improve to "serve well and please."

**... JOHN LIMPERT  
Limpert Bros., Inc.  
Vineland, New Jersey**

## **Economic Factor, Dealer Help. Advertising Held Bulk Sales Keys**

**I**N my opinion, there are three primary factors that require exploration, study and development in any consideration of the bulk ice cream situation. They are:

1. **THE ECONOMIC FACTOR.** Hand dipped ice cream (cones, sodas, sundaes and hand dipped pack-

ages for carrying home, etc.) should be priced both at the manufacturer and consumer levels equitably in relationship to other forms of ice cream. You will recall that sales in 1946, particularly the sales of bulk ice cream, reached a peak beyond any prior or subsequent level. There were, of course, abnormal conditions in existence that year. However, the natural desire to maintain those record sales could readily be assumed. It was also obvious that with the removal of restrictions on sugar and other raw products, a period of more normal competition for the sales dollar, for which ice cream competes, was inevitable.

I recall the great depression of the early '30's and what happened in the effort to maintain sales volume. The factory filled pint, usually under a trade name other than the company's standard brand, with a somewhat higher overrun and somewhat lower butterfat content than the manufacturer used for his bulk and other standard brand products, and sold as low as fifteen cents, quickly gained consumer preference as a bargain. It seems to be basic that consumer buying will always gravitate to the best value he can get for his money, and, of course, in the classic example of the low priced factory filled pint as an effort to retain volume, it was proved that a good percentage of the volume gained was at the expense of other forms of ice cream on which the manufacturer enjoyed a normal profit.

I believe that V. F. Hovey, Jr., in a recent convention talk on the promotion of half-gallon units, very well expressed this view in one paragraph:

"Profit-wise this promotion paid off for most of our plants. Based upon the sales increases we enjoyed, we assumed most of these sales were plus sales. On that basis, a very large part of the difference between our manufactured cost and our selling price was net profit. This type of accounting can only be applied during our off-season, during the slow months when our production is down and our hardening rooms, trucks and cabinets are only partially full. *Had this promotion resulted in a diversion of more profitable sales to the half-gallon, we would have regarded this special price as uneconomic.*"

2. THE NEED TO EDUCATE THE ICE CREAM DEALER IN PROPER MERCHANDISING OF BULK ICE CREAM: Perhaps this is the most important of the factors and has the most problems to be licked. This problem has many ramifications. In large part, World War II created this problem. The art of making and serving, in appetizing form, a good ice cream soda or sundae appears to have been one of the war casualties. It is difficult, indeed, to find a soda fountain where ice cream in this form is served in comparable fashion to ten or fifteen years ago. During the war, because of the help problem, hand dipped ice cream pretty much went by the boards and

today many ice cream dispensers refuse to dip bulk for home use. Those that do hand dip for home use charge so much for the service that the average consumer is forced to purchase ice cream in other forms.

Then there is the shift of emphasis in the dealer's mind with respect to business done over the soda fountain. Cookies, cakes, quick lunches, etc., have become part of the soda fountain and it seems that ice cream has become submerged in importance in the dealer's mind compared to the position it once enjoyed as the exclusive product served over the fountain.

The instruction of dealers in the art of making appetizing sodas and sundaes, dispensing cones, hand dipping ice cream for home consumption and pricing these items equitably is, indeed, a problem that will require considerable effort and ingenuity.

3. ADVERTISING OF BULK: It seems that only those manufacturers who are extremely bulk conscious emphasize bulk in their advertising through the available media. It is my impression that bulk does not get its share of attention, particularly in newspaper, radio and television advertising, compared to specialty items or promotion items.

Whether dealers' education in the dispensing of bulk ice cream should precede advertising to create consumer demand, or whether the two should be simultaneous is a question for the experts and I know there are good ones in the ice cream industry.

... JAMES C. LA GRUA  
National Folding Box Company, Inc.  
New Haven, Connecticut

### **Believes Ice Cream Manufacturers Should Set Up Own Retail Outlets**

IT is believed that the ice cream manufacturers should establish their own retail ice cream stores to establish standards for the proper serving of their products. The buying public instinctively believes that ice cream is better at the plant in which it is manufactured.

In this manner the retail outlets would be provided with a model operation in their respective communities. The retailers' operation should be identical to the operation of the plant store, for the reason that retail outlets that have uniformity of products, service and standards are usually successful.

Drug stores, confectioneries and restaurants are ice cream outlets. However, today they concentrate on the sale of food products. Ice cream is secondary. Every local drug store, chain store and confectionery should have a cone and hand-pack carry-out department which also features frozen novelty products such as ice cream pies, nut rolls and cakes, properly displayed to meet the



# Ice Cream Needs "Body"

as Much as Any Swimming Star

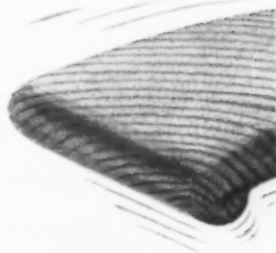
**and ndms assures it the year 'round**

Uniformity in body, texture and flavor of an ice cream brand has become vital to its popularity and sale. Manufacturers of successful brands know they can maintain that uniformity by use of nonfat dry milk solids.

By this means you can keep the body, texture, and flavor the same from day to day around the calendar, free from seasonal variations.

If normal milk supplies fluctuate, simply balance your formulas with ndms.

Prepared especially for dairy use, ndms is recognized as the most economical source of the essential serum solids. It is convenient to store and use. In addition it ranks high in nutrition. Get buying information from your dry milk source. Write us for answers to your technical questions.



**MILK SOLIDS**

MAKES THE DIFFERENCE

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago

growing demand for these featured products. A department of this type produces profit and gallonage.

Proper and adequate soda fountain equipment is essential to accomplish the objective. Junky, unsanitary and neglected retail stores cannot appeal to the buying public. It is the old well-known story over and over again—"eye-appeal" for the public, with uniform quality products served will always create and maintain a constant, sound sales volume.

As an example of adequate soda fountain equipment required, we all know the thick dairy drink is one of the most popular items purchased by the public today. Many operators try to manufacture thick dairy drinks by using milk at a temperature of 45°, usually carried in the storage compartment of a bobtail unit. This type of a drink requires 32° slush milk to manufacture a good product. There is equipment available and manufactured for this purpose—however, it is usually ignored by the average ice cream manufacturer and retailer.

Cost of equipment is a minor factor. Complete, eye-appealing retail stores with proper, adequate equipment to produce the finest products possible are the answer to better volume problems existing in the ice cream industry today.

... ROBERT W. MANN  
Grand Rapids Cabinet Company  
Grand Rapids, Michigan

### **Cites Drug Store Surveys to Show Effect on Profits of Fountains**

**D**URING recent years there has been a tendency for the small retail druggist to neglect his soda fountain operation. This is in direct contrast with the large independent store operators, or chain stores, all of whom are notably successful in their soda fountain operations. This can be seen by merely noting

## **topic of the month**

the major store areas that all of the big chains or big independent owners devote to their soda fountain operators. Actually the various surveys continue to indicate the importance of the soda fountain operation.

Perhaps you are familiar with the last census of business, Series BC2R-26, which was released in January of last year. This report indicates that in 1939 there were a total of 57,903 drug stores, and in 1948 the total was 55,857, a decrease of 2,046. However, in 1939 the total number of drug stores with fountains was 39,452, and in 1948 the total was 39,735, an increase of 283 soda fountains; without soda fountains in 1939 there were 18,451 drug stores, and in 1948, 16,116, a decrease of 2,325 stores.

This shows that highest mortality was in drug stores without soda fountains. In other words now that the drug store total suffered a loss of 2,046 stores, the number of fountains increased by 283. Actually, then, we have an interest in soda fountain operation as far as a druggist is concerned; however the lack of success is in the inability of these people to promote their operations correctly.

Perhaps you have seen other recent surveys, one of which indicates that 32.8 per cent of the fountains are more than ten years old, which would indicate that there is a definite need for store modernization for a successful soda fountain operation. This survey also indicates that thirteen per cent of the total number of drug stores are planning to buy new equipment, and that those who replied to the survey stated that twenty per cent or more of their total business was done at the fountain.

... J. A. SILANDER  
Stanley Knight Corporation  
Chicago, Illinois

**Outstanding for Quality**

# **KELLOGG'S**

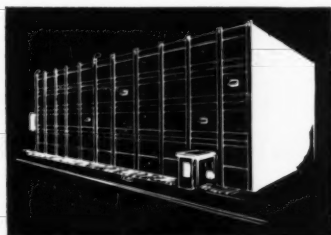
**TRUE BEAN  
VANILLA**

**FRANCE E. KELLOGG CO. 121 N. BROADWAY, MILWAUKEE 2, WIS.**

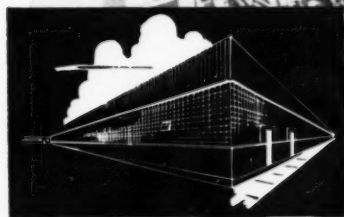
*To serve you better....*

**LE ROY LONG TREAT**  
ICE CREAM SANDWICHES

are now being packed in **2** big modern *east coast* *west coast* plants



This is the New East Coast Plant  
ELIZABETH, N. J.



This is the New West Coast Plant  
OAKLAND, CALIF.



Thousands of ice cream manufacturers are now using the profitable Le Roy patented process of making ice cream sandwiches.

**Y**our order will be shipped within 48 hours after receipt . . . From any one of the 4 Le Roy warehouses.



ELIZABETH  
new jersey



OAKLAND  
california



ST. LOUIS  
missouri



CHICAGO  
illinois

For full details and prices, WRITE OR WIRE

LE ROY FOODS, INCORPORATED • 290 SOUTH FIFTH STREET • BROOKLYN 11, N. Y.

## SEALRIGHT CONTEST!

# Cruise!



Most of your customers own cameras. Most of them also have dreamed of taking a tropical cruise on a luxury liner. You can make this dream a reality for some lucky couple, and build ice cream volume by tying in with Sealright's new Contest Program.

This is the easiest contest yet! All the contestant has to do is take a snapshot of someone enjoying ice cream which was packed in a Sealright Nestyle Container.

Here's a program that you can make your own, if you take advantage of the complete kit of tie-in advertising which Sealright offers Nestyle users.

If you are now using the Nestyle, order your advertising displays without delay. If you're not—call a Sealright representative immediately for samples and a complete story on the Nestyle . . . the deluxe package that gives your ice cream that "quality look".

OSWEGO FALLS CORP.—SEALRIGHT CO., INC., Fulton, N. Y.; Kansas City, Kansas; Sealrights Pacific Ltd., Los Angeles, Calif.; CANADIAN SEALRIGHT CO., LTD., Peterborough, Ontario, Canada.

CONTEST STARTS MAY 1  
ENDS JULY 31, 1952



## NESTYLE CONTAINERS

### \$13,000 IN VALUABLE PRIZES

The Grand Prize is an all expense-paid, 12-day cruise for 2 via Grace Lines. Also, a 7-piece matched set of Platt luggage—worth \$500 and an Ansco Karomat Camera. Rail transportation from winners' home to New York is also included.



25 Westinghouse  
ROASTERS

25 Ansco  
Karomat 35MM Cameras



25 PLATT  
Sets of matched  
luggage



**YOUR CUSTOMERS WILL GO FOR THIS NEW**

**A simple snapshot of  
someone eating your  
Ice Cream can win**



**GRAND PRIZE**

*Caribbean*

**COLLIER'S  
ADVERTISING  
SELLS YOUR BRAND  
WHEN YOU TIE-IN  
WITH THIS DISPLAY**

You can display your trademarked Nestle package in beautiful 6-color lithograph cut-out cards at fountain stops, and distribute your own imprinted entry blanks. There are also entry blanks available for attaching to the package itself, and newspaper mats and singing jingle radio transcriptions for your own local advertising.

**How would you like to win a  
GRACE LINE *CARIBBEAN CRUISE?***

ENTER THIS EASY CONTEST SPONSORED BY YOUR LOCAL ICE CREAM COMPANY AND SEALRIGHT

**A SNAPSHOT OF SOMEONE  
ENJOYING ICE CREAM CAN  
MAKE YOU A WINNER**

Everyone entering an all-expense-paid 12-day tropical cruise (the Grace Line Caribbean Cruise) will be a winner. All you do is take a snapshot of a child or anyone enjoying ice cream, which was packed in a Sealright container.

Snapshots will be judged locally on the spot by the contest judges. Photographs will be considered for local prizes. Snapshots of children eating ice cream will be considered for the Grand Prize. Snapshots of adults eating ice cream will be considered for the Grand Prize. Snapshots of children eating ice cream will be considered for the Grand Prize. Snapshots of adults eating ice cream will be considered for the Grand Prize.

**Sealright**  
SANITARY FOOD CONTAINERS

Sealright Food Containers, Inc., 1000 N. 1st St., Milwaukee, Wis. 53233

**LOOK FOR THIS  
ENTRY BLANK ON  
ICE CREAM PACKAGES**

**\$13,000 IN VALUABLE PRIZES**

The Grand Prize is an all-expense-paid 12-day cruise for two on the Grace Line. Also a grand prize of \$1,000.00. Grand Prize is an all-expense-paid 12-day cruise for two on the Grace Line. Also a grand prize of \$1,000.00. Grand Prize is an all-expense-paid 12-day cruise for two on the Grace Line. Also a grand prize of \$1,000.00.

**25 sets of PLATT  
Matched Luggage**

**25 Westinghouse  
Cabinet Radios**

**CONTEST ENDS JULY 1**

**Win a Caribbean Cruise**

with a simple snapshot  
in our new easy contest

**\$13,000  
in Valuable Prizes**

**FREE  
Entry Blanks**

**Sealright**

I am interested in samples and full information about Nestle containers

Name and title.....

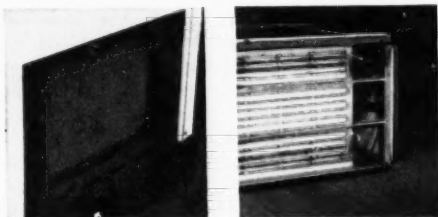
Company Name.....

Address.....

City.....State.....

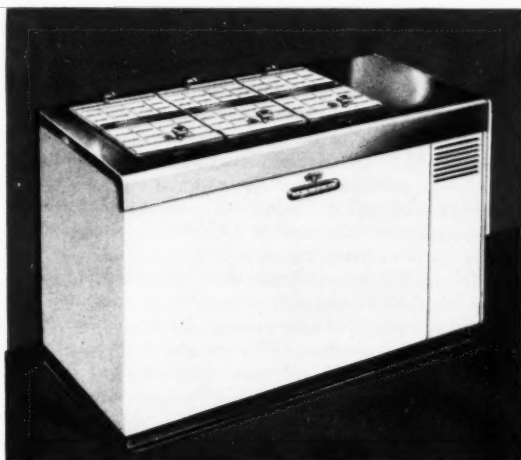
**Sealright**

# "FRIGIDAIRE Clog-Proof Condensers alone reduced our service calls 75%!"



## Simple Test Proves Superiority of Frigidaire Condenser

At left is a conventional condenser with the typical accumulation of dust and dirt. At right is a Frigidaire Condenser tipped up for the first time in 12 months, photographed without dusting or cleaning.



Self-contained double-row cabinets, 25- to 65-gal. bulk capacities; single row, 15- and 20-gal. 5 popular remote models, 3 open top, 1 sliding glass top Zero self-servers, in capacities from 126 to 252 average brick qts.

## Says Pottsville, Pa., Ice Cream Man

"We're certainly pleased with the new-style Frigidaire Ice Cream Cabinets," says Mr. Harold Brokhoff, owner of J. H. Brokhoff, Inc., Cream Top Milk, Tumbling Run Dairy, Pottsville, Pa. "That Frigidaire Clog-proof Condenser eliminates overheated motors, switch and relay failures, excessive running and inadequate cabinet temperatures.



"What's more, this condenser has saved us a considerable amount of money these past two years. One reason is that it doesn't require periodic cleaning. This not only cuts expenses for the ice cream company—but it's also a great convenience for the retail store owner.

"Frigidaire's Condenser and Meter-Miser have set a new standard for ice cream cabinet performance!"

## Other Important Money-Saving Frigidaire Features

- The thrifty Meter-Miser, simplest refrigerating mechanism ever built, is backed by a special 5-Year Warranty.
- Improved method of applying refrigerant tubing wraps constant cold around product—top to bottom.
- Handy Cold-Control is easily accessible for temperature adjustments by user, thus saving maintenance costs.
- Frigidaire's rigid sealed-in-steel cabinet construction is designed for years of trouble-free service.

Phone today for information on Frigidaire Ice Cream Cabinets. Ask, too, for Frigidaire's free Refrigeration Security Analysis of your refrigeration costs. Call the Frigidaire Distributor or Factory Branch that serves you. Look for the name in the Yellow Pages of your phone book, under "Refrigeration Equipment." Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside (Toronto 17), Ontario.

# FRIGIDAIRE

## America's No.1 Line of Ice Cream Cabinets

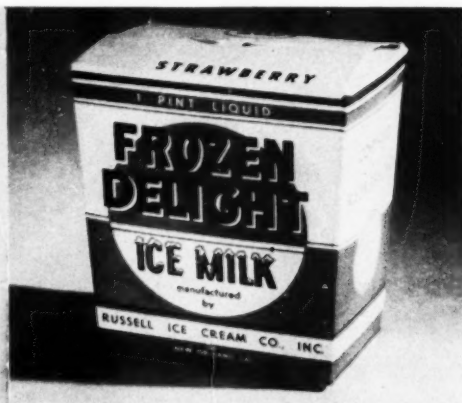


Frigidaire reserves the right to change specifications, or discontinue models, without notice.

Equipment for Soda Fountains • Freezers • Hardening Rooms and Trucks  
Beverage Coolers • Milk Coolers • Zero Self-Servers • Air Conditioners  
Ice Makers • Display Cases • Cooling Units • Water Coolers • Compressors

RUSSELL ICE Cream Company of New Orleans markets an ice milk product in the pint package shown here. It is known as "Frozen Delight." Price (20c) is stamped on top of carton. Package by Bloomer Bros.

## WHAT ABOUT ICE MILK?



**L**OW-FAT dairy products, packaged and labeled as "frozen dairy foods," and merchandised by familiar methods, are being produced by many ice cream manufacturers across the country. To discern the extent of this apparent trend, ICE CREAM FIELD contacted representatives of some of these concerns and other industry figures and asked for an appraisal of the current situation with regard to the packaged low-fat products.

While there are dissenting opinions, the consensus is that two major factors are responsible for the increasing production and sale of these frozen dairy products. One is the present inflationary cycle and resultant high ice cream prices. The other is greater public consciousness of the caloric content of foods.

Although the trend has swept swiftly from coast to coast, Chicago seems to be a focal point of the low-fat dairy food market. Such organizations as the Bowman Dairy Company, National Dairy Products Corpora-

tion (Sealtest), the Borden Company, the Dean Milk Company, and others have made low-fat products available in package form to consumers in the Windy City area.

According to T. J. Kullman, Bowman Dairy Production Manager, his firm has been manufacturing a product in this category for about a year. It is called "Frosty" and averages in the neighborhood of five per cent butterfat content, with total solids from thirty-six to thirty-eight per cent. "Frosty" is marketed in three flavors and these are changed from time to time. The present flavors are vanilla, vanilla blended with strawberry, and vanilla blended with chocolate fudge.

Only one-quart packages of this low-fat product are produced by Bowman. The retail price per quart is thirty-nine cents. Mr. Kullman noted that "Frosty" seems to find its best consumer acceptance in the super markets. He said that some drug stores and ice cream stores handle it, but "in the main, it is a grocery store item."

Bowman has been using newspaper and point-of-sale advertising to promote the sale of its low-fat product. Copy on a typical newspaper notice reads as follows: "You'll go for this wonderful-tasting dessert—Frosty. It's a blend of finest dairy products fresh-frozen. It's low in calories and low in price. A quart gives eight generous servings."

It is the opinion of the Bowman Dairy Company that low-fat frozen dairy foods have a definite place in the ice cream industry. Mr. Kullman said that "we see no reason why these products should not be marketed as long as the economic factors apply as they do at present. This trend seems to parallel closely the trend in the fluid milk industry at present—namely, the increasing customer awareness of the nutritive value of the non-fat and lesser-fat high protein dairy foods. In Frosty," Mr. Kullman concluded, "we are trying

### THE ICE MILK PICTURE

With production of low-fat frozen dairy products expected to exceed 65,000,000 gallons in 1952 in the United States, it is apparent that industry interest in this product now is at an all-time peak. Accordingly, ICE CREAM FIELD presents herewith the first in a series of articles on ice milk and its relationship to ice cream from the manufacturer's viewpoint. Recognizing that there are too many facets of this subject to be covered thoroughly in one article, the current installment features production and merchandising information on commercial plant packaged ice milk. For an example of another effective use of low-fat products, see the article which begins on page 56 of this issue.

two-thirds vanilla ice milk and one-third flavored ice milk, to keep costs down. If the consumer reaction should prove unfavorable, Mr. Johnson said, syrups would be used instead of the flavored ice milk.

The size of the Dairy Fresh containers—one-fifth-gallon—is reported to be advantageous for super market merchandising because it eliminates confusion at the check-out counter. Almost all of the Dairy Fresh outlets are large self-service food stores. Also, retailers make a larger gross profit (28¼ per cent) with ice milk than they do with ice cream (23 per cent).

A breakdown of the Dairy Fresh price structure shows that "Dip" is sold to retailers at \$1.25 a gallon or twenty-five cents per individual package. The retail price for the one-fifth-gallon package is thirty-five cents. Ice cream prices are \$1.55 per gallon to the dealer and \$1.96 per gallon to the consumer.

"Dip" is a four per cent butterfat product, with thirty-eight per cent solids and fifty per cent overrun. Its weight is 6¼ pounds per gallon and twenty ounces per package. One serving of one-sixth of a package contains 146 calories. An equivalent serving of ice cream contains 201.5 calories.

Another leading ice cream manufacturer participating in the current ICE CREAM FIELD survey on the production of low-fat dairy foods is the Asselin Creamery Company of Norway, Michigan. W. A. Asselin, General Manager, said that "with increased costs, it becomes necessary to look to a low-fat product to supply the lower priced market level. This product is very palatable and healthful and there is no reason why it should not go over."

Swift and Company's Chicago branch is not handling the low-fat products because the firm would rather emphasize ice cream. H. L. Seinwerth, Ice Cream Sales Manager in New York City, expressed the belief that price was the principal factor in the growing market for low-fat packages. "With the price of ice cream undergoing one or more increases each year, it is no wonder that people accept a lower-priced substitute." Mr. Seinwerth said that if competitive conditions make it necessary, chances are Swift and Company will develop a low-fat product to place on the market.

Another prominent dairy manufacturing concern, the F. H. Soldwedel Company of Pekin, Illinois, has been manufacturing a low-fat product for more than six months under the name "Del-o." Tim G. Soldwedel, executive of the firm, told ICE CREAM FIELD that he feels "the low-fat product has a place in our list of items as well as sherbets and ices. The industry has been featuring sherbets and ices for years and has profited by their sale. Then, why not low-fat products?"

Sales of "Del-o" have exceeded those of sherbet and premium high-fat products, Mr. Soldwedel disclosed. "I acknowledge that it is a substitute product, but it



HALF-GALLON package for ice milk, clearly labeled, is used by Voegel Ice Cream Company, Faribault, Minnesota. Vandervoort's, Inc. of Fort Worth, Texas, calls its ice milk product "Fro-Zan." Its pint package is illustrated above. Steffen Dairy Foods Company of Wichita, Kansas, manufactures "Trim," which the firm describes as a low-fat, dairy food, fortified with Vitamins A and D. "Treat" ice milk is put out by the Treat Ice Cream Company of San Jose, California. The firm's one quart carton is illustrated. Packages by Marathon Corporation.



DENTON MANUFACTURING Company of Cleveland and Shelby, Mississippi, uses the illustrated five-ounce cup for its "Dence" ice milk. Package by Continental Can Company.



DARIWIPT, INC. of Minneapolis and Dairy Treet of Ankeny, Iowa use sixteen-ounce containers such as those pictured above for their low-fat products. Packages by Dixie Cup Company.



ICE MILK packages, as used by Dean Milk Company, Belvidere, Illinois ("Scoop"—one quart size), Borden Company, Cedar Rapids, Iowa ("Mello"—one pint size), Dairy Fresh Creamery Company, Minneapolis ("Dip"—one-fifth gallon size), and Grocers Cooperative, Grand Rapids, Michigan ("Hy-Lo"—one quart size), are illustrated above. The "Hy-Lo" package stresses the high protein, low caloric content of the product. Packages by Container Corporation of America.



BEATRICE FOODS, Chicago, manufactures "Magic Freeze," described as "a fresh frozen dessert, high in flavor, low in calories." The one quart package is illustrated. Fairmont Foods, Omaha, Nebraska, calls its ice milk product "Dairyfair." The one pint carton is shown. F. H. Soldwedel's "Del-o" is produced in one pint packages, as illustrated. Packages by Sutherland Paper Company.



PLASTIC-COATED containers, similar to those pictured above, are being used by numerous ice cream manufacturers for low-fat products. Sizes range from half-pint to one quart. Packages by Sealright Company.

to make a low-fat, low-cost, high protein dairy food with a body and texture which will make it acceptable to the people."

The National Dairy Products Corporation branch in Chicago calls its packaged low-fat product "Fro-Joy." A low-fat product for milk shake type of drinks also is manufactured in bulk.

At the New York City headquarters of National Dairy Products Corporation, a company spokesman said the firm had no plans to expand its low-fat dairy food program. He said there was "no substantial pressure for this product" and that the "traditional outlets demand ice cream."

The spokesman said that Sealtest manufacturers low-fat products in those areas where it is permissible "only to meet competition." He added that the firm believes that ice cream has "a tremendous edge over the ice milk products, even considering the price differential."

W. A. Wentworth, Borden Company executive in New York City, acknowledged that the industry as a whole is increasing its production of low-fat items. He referred to "a wide variety of circumstances" as the reason for this expansion. One of these was the public interest in the fact that low-fat dairy foods contain less calories than ice cream. He did not think that price is an important factor in selling such products.

Borden's branch in Chicago began merchandising these packaged foods fairly recently, but Borden plants in other parts of the country (California, Texas and Ohio, for example) have been engaged in manufacturing low-fat products for many years. Laws in New York, New Jersey, Pennsylvania and six other states prohibit the sale of ice milk products.

Dean Milk Company in Chicago has found the sale of low-fat products to be a new source of profits. This firm calls its product "Scoop." It is retailed for thirty-nine cents per quart, and is also sold in half-gallon packages for seventy-five cents each.

It is interesting to observe that Dean advertises its low-fat products alongside its regular ice cream line. A recent newspaper advertisement called attention to both types of products. The ice cream prices were thirty cents per pint and ninety-eight cents per half-gallon. It has been reported that Dean executives feel that the sale of ice milk products does not affect ice cream volume.

Similarly, the Dairy Fresh Creamery Company, Minneapolis, Minnesota, reports that ice milk sales have not resulted in decreased ice cream gallonage. C. H. Johnson, executive of the firm, believes that ice milk products actually can help ice cream volume by attracting more people to low-temperature cabinets.

Dairy Fresh Creamery packages its ice milk (known as "Dip") in one-fifth-gallon containers. Three flavors—vanilla, variegated chocolate, and variegated raspberry—are manufactured. They were chosen because "we wanted them to be different from the ones in the ice cream and also easily changed if we so desired," said Mr. Johnson. The variegated items are made from

# SELL MORE HALF GALLONS WITH CONTINENTAL'S



Make every customer a HALF-GALLON customer with Continental's Cut-A-Pak—the cylindrical half-gallon container that fits into the freezing compartment of any refrigerator, old or new. Cut-A-Pak is compact to start with, gets smaller as the cream is consumed. There's no waste, no messy digging—the housewife always serves from the top. Ask your distributor about this sturdy, easy-packing, volume-moving container.

## Takes less and less room!

Cut-A-Pak fits in any refrigerator. As each third is eaten, the cap is moved down to make a smaller container. Ice cream is protected down to the last delicious spoonful!



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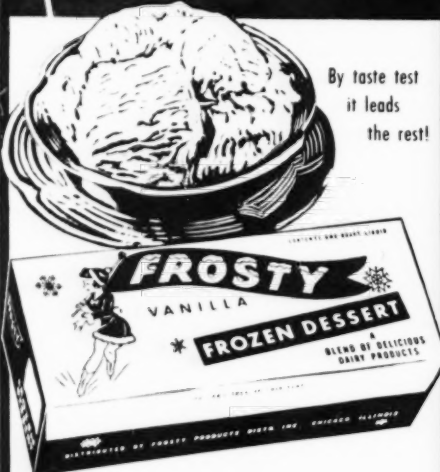
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ICE CREAM FIELD, February 1952

**For a delicious treat tonight!**

**FROSTY**  
**FROZEN DAIRY DESSERT!**



By taste test  
it leads  
the rest!

**FROSTY**  
VANILLA  
**FROZEN DESSERT**  
BLEND OF DELICIOUS  
DAIRY PRODUCTS

**You'll** go for this wonderful tasting dessert—Frosty. It's a blend of finest dairy products fresh-frozen. It's low in calories and low in price. A quart gives eight generous servings.

**Three** luscious, luscious flavors to delight you and your family—plain vanilla, vanilla blended with chocolate and vanilla blended with strawberry.

**Try FROSTY tonight—** a refreshing dessert you can serve in a puff. Get it in quart cartons at Kroger stores as well as many leading independent grocers.

**FROSTY PRODUCTS DISTR., INC.**  
CHICAGO, ILLINOIS • SACRAMENTO 2-7878

BOWMAN DAIRY has been manufacturing "Frosty," a low-fat product, for about a year. Essentially a grocery store item, "Frosty" is produced in one-quart packages only and retails for thirty-nine cents per package. A typical newspaper advertisement for the product is reproduced at the left.

was served at one of the luncheons during the recent convention of the Quality Chekd Dairy Products Association. Typical of the diners' reaction was the person who told Mr. Soldwedel "it tastes like a high quality hotel ice cream" and asked, unbelievably, "is it really a low-fat product?"

Paul A. Taylor, Assistant General Sales Manager of the Carnation Company, Los Angeles, agreed that price and weight-consciousness are responsible for the public interest in packaged low-fat dairy foods. "Under these conditions," he said, "it would surely be reasonable to merchandise and sell low-fat dairy products. We must not minimize the public's awareness today of the calories in food, diet and weight-consciousness, etc. It is a trend that cannot be disregarded."

But Mr. Taylor cautioned: "We should not attempt to fool the public when we offer low-fat frozen and fluid products for sale. The product and packages should be properly labeled. Furthermore, we should manufacture and offer for sale the best quality low-fat product we know how to make."

Carnation does not at present manufacture a low-fat packaged product, although "the subject has been under study for some time," according to Mr. Taylor.

Professor W. J. Caulfield endorsed Mr. Taylor's advice that ice milk products should be honestly and fairly represented to the consumer. "Suitable precautions must be taken in the labeling and packaging of the product so that it will never be confused with ice cream," the Iowa State College authority stated. "If not misrepresented, there can be no serious argument against the production of low-fat ice milks."

Professor Caulfield said that "nutritionally, the ice milks have much to recommend them. They are a better balanced food nutritionally than many ice creams. The American consumer, however, is not going to be influenced too much by their nutritional quality, in my opinion."

The acceptance of ice milk will be determined more by its taste appeal, smoothness, appearance, refreshing quality and price than by the nutritional values it may possess, according to Professor Caulfield. "If the ice cream manufacturers are able to produce a low-fat product which has palatability and which is reasonable in price, it should receive favorable acceptance."

Predicting that "the big potential market for ice milk will be in the lower income groups of our population," Professor Caulfield said that the introduction of a lower-priced product than ice cream may mean that many people who feel that they cannot afford to use

carries substantial price differentiation and will bring into the market a great many consumers who were not good prospects previously."

He added: "The low-fat product does not decrease the sale of ice cream; in fact, it creates sales. Consumers who may not have been eating ice cream because of the price will buy a low-fat product and others prefer a low-fat product because of dieting. Incidentally, the higher the price of ice cream, the greater the sales of low-fat products."

Mr. Soldwedel recalled that a low-fat dairy product

DEAN MILK Company advertises its packaged ice milk product ("Scoop") alongside ice cream and says sales of the latter do not suffer as a result. Reproduced below is a Sealtest advertisement for a dairy drink made with bulk ice milk, as published in a Chicago newspaper.

**Fresh Milk** 2 Qt. 44¢ **Sour Cream** 5-Qt. 30¢

**Dean's Quick Frozen Ice Cream** **Dean's Dairy Dessert Scoop**

1-Quart Carben Each <b>30¢</b>	1-1/2-Gallon Carben <b>98¢</b>	Quart Carben <b>39¢</b>	1-1/2-Gallon Carben <b>75¢</b>
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**Outstanding Values in Our Household Departments**

**Simmering** 60¢

ice cream will turn to ice milks. "If this proves to be the case, it will mean an expanded market for the ice cream manufacturer and will benefit the dairy farmer as well."

An attack on products that imitate ice cream was contained in a recent bulletin issued to the members of the Association of Ice Cream Manufacturers of New York State. The bulletin noted that "the history of American industry is replete with records of those who neglected to maintain public confidence and eventually failed. Many offered substitutes or misled consumers as to the true nature of their products. Eventually, the public discovered the truth and refused to buy."

"Each industry, as it rises in public esteem, begets imitators. Such is the case with the ice cream industry today. Substitutes and imitations raise their ugly heads

with the hope and intent of riding on the coat tails of ice cream's success. Then, too, unfortunately, some ice cream manufacturers are tempted to change their ways, forgetting the principles upon which their success was built, and use the excuse that times change and if that is what the public wants, we should give it to them!

"If George Washington were living today," the bulletin continued, "he might or might not be a great success as a business man, but he has long been held high in public esteem as a man with principles, leadership and great moral and physical courage. During the Continental Congress, he was credited with expressing the following: 'If, to please the people, we offer what we ourselves disapprove, how can we afterwards defend our work? Let us raise a standard to which the wise and honest can repair. The event is in the hand of God.'"

### Cites "Public Confidence"

The bulletin declared: "The ice cream industry has developed public confidence and will continue to maintain such a confidence as long as it holds to 'a standard to which the wise and honest can repair' rather than reverting to 'what we ourselves disapprove' merely to 'please the people.'"

Throughout large sections of this country, the bulletin pointed out, many thousands of consumers are eating a product they "think" is ice cream, but is not ice cream. "It contains fats and oils other than milk fat and is purely and simply an imitation or substitute for ice cream. These consumers are being fooled. In time, they will learn the truth and lose confidence in the entire industry."

Disagreement with this viewpoint was expressed in the bulletin issued periodically by the Harold F. Pierce Associates of London, Ontario, Canada. Discussing the ice milk situation in Canada, where the law specifies a minimum thirteen per cent butterfat content for ice cream, the bulletin declares:

"Just as a smart operator has more than one kind of chocolate syrup or toppings at the fountain, for milk drinks, sodas, sundaes (both plain and fudge

**Come and Get It!**

**"Big Shaker"**

THREE SCOOP THICK CHOCOLATE MILK SHAKE **23¢**

Good — good for you — for lunch or between meal snacks!

**AT Sealtest FOUNTAINS ONLY**

**ASK FOR THE BIG SHAKER AT THESE SEALTEST DEALERS**

<p><b>ALABAMA</b></p> <p>Mobile, Sealtest Milk Co. Distributors</p> <p><b>ARIZONA</b></p> <p>Phoenix, Sealtest Milk Co. Distributors</p> <p><b>CALIFORNIA</b></p> <p>San Francisco, Sealtest Milk Co. Distributors</p> <p><b>ILLINOIS</b></p> <p>Chicago, Sealtest Milk Co. Distributors</p> <p><b>INDIANA</b></p> <p>Indianapolis, Sealtest Milk Co. Distributors</p> <p><b>KANSAS</b></p> <p>Wichita, Sealtest Milk Co. Distributors</p> <p><b>MICHIGAN</b></p> <p>Detroit, Sealtest Milk Co. Distributors</p> <p><b>MINNESOTA</b></p> <p>Minneapolis, Sealtest Milk Co. Distributors</p> <p><b>NEBRASKA</b></p> <p>Omaha, Sealtest Milk Co. Distributors</p> <p><b>NEW YORK</b></p> <p>New York City, Sealtest Milk Co. Distributors</p> <p><b>OHIO</b></p> <p>Cleveland, Sealtest Milk Co. Distributors</p> <p><b>PENNSYLVANIA</b></p> <p>Pittsburgh, Sealtest Milk Co. Distributors</p> <p><b>RHODE ISLAND</b></p> <p>Providence, Sealtest Milk Co. Distributors</p> <p><b>TENNESSEE</b></p> <p>Nashville, Sealtest Milk Co. Distributors</p> <p><b>TEXAS</b></p> <p>Houston, Sealtest Milk Co. Distributors</p> <p><b>VIRGINIA</b></p> <p>Richmond, Sealtest Milk Co. Distributors</p> <p><b>WASHINGTON</b></p> <p>Seattle, Sealtest Milk Co. Distributors</p> <p><b>WEST VIRGINIA</b></p> <p>Pittsburgh, Sealtest Milk Co. Distributors</p> <p><b>WISCONSIN</b></p> <p>Madison, Sealtest Milk Co. Distributors</p> <p><b>WYOMING</b></p> <p>Cheyenne, Sealtest Milk Co. Distributors</p>	<p><b>ALABAMA</b></p> <p>Mobile, Sealtest Milk Co. Distributors</p> <p><b>ARIZONA</b></p> <p>Phoenix, Sealtest Milk Co. Distributors</p> <p><b>CALIFORNIA</b></p> <p>San Francisco, Sealtest Milk Co. Distributors</p> <p><b>ILLINOIS</b></p> <p>Chicago, Sealtest Milk Co. Distributors</p> <p><b>INDIANA</b></p> <p>Indianapolis, Sealtest Milk Co. Distributors</p> <p><b>KANSAS</b></p> <p>Wichita, Sealtest Milk Co. Distributors</p> <p><b>MICHIGAN</b></p> <p>Detroit, Sealtest Milk Co. Distributors</p> <p><b>MINNESOTA</b></p> <p>Minneapolis, Sealtest Milk Co. Distributors</p> <p><b>NEBRASKA</b></p> <p>Omaha, Sealtest Milk Co. Distributors</p> <p><b>NEW YORK</b></p> <p>New York City, Sealtest Milk Co. Distributors</p> <p><b>OHIO</b></p> <p>Cleveland, Sealtest Milk Co. Distributors</p> <p><b>PENNSYLVANIA</b></p> <p>Pittsburgh, Sealtest Milk Co. Distributors</p> <p><b>RHODE ISLAND</b></p> <p>Providence, Sealtest Milk Co. Distributors</p> <p><b>TENNESSEE</b></p> <p>Nashville, Sealtest Milk Co. Distributors</p> <p><b>TEXAS</b></p> <p>Houston, Sealtest Milk Co. Distributors</p> <p><b>VIRGINIA</b></p> <p>Richmond, Sealtest Milk Co. Distributors</p> <p><b>WASHINGTON</b></p> <p>Seattle, Sealtest Milk Co. Distributors</p> <p><b>WEST VIRGINIA</b></p> <p>Pittsburgh, Sealtest Milk Co. Distributors</p> <p><b>WISCONSIN</b></p> <p>Madison, Sealtest Milk Co. Distributors</p> <p><b>WYOMING</b></p> <p>Cheyenne, Sealtest Milk Co. Distributors</p>
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*chances are*



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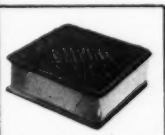
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can fill your sandwich needs



**GIANT SANDWICH**  
Looks bigger... sells better. Zooms sales. Ideal Dime Volume leader.

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The old stand-by... still setting sales records.



**NEW TWIN SANDWICH**  
Twin value... double the sales potential. Here's merchandising magic!

Pick the Empire wafer that's best for your business! In Empire's complete sandwich line you'll find 11 sizes ranging from 2 x 5 1/4 down to 2 1/2 x 2-11/16... a complete variety in chocolate, vanilla or coconut! You'll find quality too... quality that's set the standard for wafers since 1899. And you'll find uniformity... so very important in today's modern Automatic Sandwich operations... uniformity, not just in size, but in delicious flavor, in appetizing color, in accurate count. Yes at Empire you'll find all the pluses that make Empire more than a biscuit baker... they make Empire America's foremost Service Organization exclusively devoted to ice cream sandwiches. If you're making sandwiches... Empire's your best buy. If you're not making sandwiches let Empire tell you how and why!

Send for complete catalog  
**EMPIRE BISCUITS**  
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## EMPIRE OFFERS FOLLOW THROUGH

### on Sales Aids

FREE colorful, attractive streamers and decals. Glassine bags available.

### on Technical Aid

Extruders, conveyors, semi-automatic machines, completely automatic machines. Free expert consultation service.



DIXIE ICE Cream Company, Corsicana, Texas, manufactures an ice milk product known as "Frosty Kreme" in half-gallon cartons. "Frozer" is the brand name for a similar product turned out in quart packages by Garvin's Jersey Farms, Wheeling, West Virginia. Both the "Super-Duper" and "Frozer" ice milk packages contain one-fifth of a gallon. The former is produced by the Home Town Ice Cream Company, Chicago, and the latter by the M. M. & I. C. Company, Minneapolis. Sturtevant Dairy Products Company's "Party Treat" and Dixie Ice Cream's "Frosty Kreme" pint packages are shown here. All packages by Sutherland Paper Company.

type), so the smart operator looking for volume sales and a popular fountain would carry a special frozen product for milk drinks and another for sodas and sundaes and desserts a la mode.

"Don't start the shout about protecting the consumer. A lot of skull-duggery is covered by the pious consumer protection cloak—protected so that he will buy the product you want to sell. . . ."

#### IAICM Favors Uniform Standard

The International Association of Ice Cream Manufacturers has made its position clear on the ice milk situation during the current Federal hearings to establish uniform standards for ice cream and related products. This important trade group is not averse to the production of ice milk products but insists upon a uni-

form standard of butterfat and clear labeling so as to avoid confusion with ice cream.

When President Ridgway Kennedy testified at the hearings, he said:

"Our Association favors the establishment of a standard for ice milk. Many of our members manufacture ice milk. The annual production of ice milk now, according to the Department of Agriculture, has reached over 20,000,000 gallons per year. In our view, the most important aspect of a standard for ice milk should be that a product made in conformity with the standard should be readily distinguishable from ice cream by the ordinary consumer. We believe our proposed definition and standard would enable consumers to distinguish between ice milk and ice cream. An added protection to consumers lies in that feature of the proposal which would preclude the addition of color and flavor to bulk ice milk. This would confine the use of ice milk very large to thick chocolate milk drinks. Consumers would not accept the unflavored, uncolored product as a substitute for ice cream when eaten by itself."

#### Proposed Amendment Submitted

This viewpoint was formalized with the submission by the IAICM of a proposed amendment to the Food and Drug Administration which suggested that "the kind and quantity of optional dairy ingredients used, and the content of milk and nonfat milk solids therein, are such that the weight of milk fat is not less than two per cent but not more than 3.5 per cent of the weight of the finished ice milk and the weight of total milk solids is not less than eleven per cent."

Attention was called to a recent consumer survey which showed that the consumers could not distinguish between ice milk and ice cream when the butterfat content was more than 3.5 per cent. This "more or less backs up the proposal of the International Association," according to Executive Secretary Robert C. Hibben.



## Shore Craft

STAINLESS STEEL FOUNTAIN ACCESSORIES

#### ← ICE CREAM SPADES

Constructed of 18-8 stainless steel. Bakelite handle. Strong. Sturdy. Sanitary.

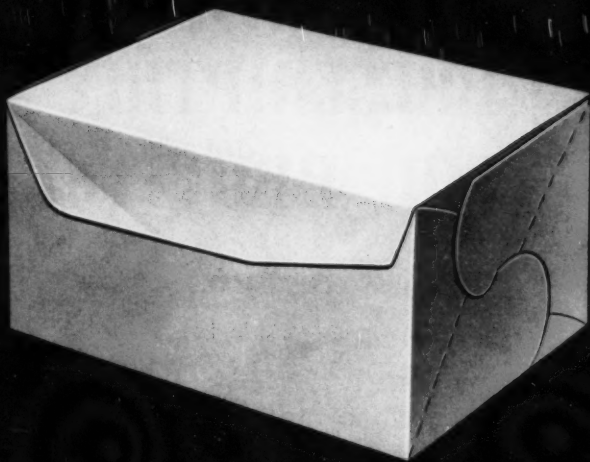
#### ICE CREAM DISHERS →

18-8 Stainless Steel Construction Throughout. Made in eight sizes: 8, 10, 12, 16, 20, 24, 30, 40. With different color Bakelite Handles denoting disher sizes.

PRECISION MADE FOR SATISFACTORY SERVICE  
**SHORE MACHINE CORPORATION**

455 West 45th Street, New York 19, N. Y.  
Manufacturers of SHORE CRAFT Quality Fountain Accessories





# VEGA

**... a superior Half-gallon Money Saver!**

Here is Bloomer's Vega... the sensational half-gallon package that's revolutionizing ice cream packaging and merchandising.

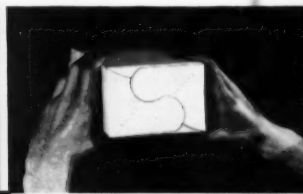
**... and here's why:**



**SAVES SPACE:**  
The VEGA is shipped flat. Four cartons (1000 pieces) take less than 6 cubic feet of storage space. The Vega stays clean, out of the way until the moment of use.



**SAVES LABOR:**  
The VEGA snaps open in a single quick motion, set up ready for filling. Fewer operators can fill faster—for more production at lower labor cost.



**SAVES MONEY:**  
The VEGA saves time... saves extra handling. And our production economies give you bigger savings than ever before... on volume orders.

**BLOOMER  
BROS. COMPANY  
NEWARK  
NEW YORK**

**GET THE FEEL** and appeal of the new VEGA. Send for a sample today. So popular is this new package, so fussy are we about quality printing, we suggest you order well ahead.



**T**HE Walgreen Drug Stores organization has a special prescription for fountain prosperity. Its basic ingredient is an ice milk drink known as "Shake-A-Plenty" which sells for twenty-three cents. Other parts of the profit formula include aggressive newspaper, radio and television advertising, strong store promotions, planned production, training of fountain dispensers and tailored equipment.

Shake-A-Plenty is an ice milk drink calling for three per cent butterfat, which, in practice, varies to meet different state requirements. The butterfat content of Walgreen's drink is 3 per cent and the beverage is flavorless. One of its principal ingredients is the patented stabilizer made by Malt-A-Plenty, Inc. The frozen product, produced in Walgreen's own Chicago plant, is shipped in regular cans to Walgreen stores. These cans are definitely labelled, so that their contents will not be mistaken for ice cream.

The basic formula is being used not only by the Walgreen chain, on a national basis, but by multiple units in Los Angeles, Boston, Kansas City, Detroit and other cities.

Shake-A-Plenty was introduced by Walgreen's in Skokie, Illinois (a Chicago suburb) on June 15, 1951. Walgreen's Skokie store is in the heart of this typical suburban shopping center, at Lincoln Avenue. Following the Skokie tryout, metropolitan Chicago stores rapidly introduced the beverage. About 325 Walgreen stores in most parts of the country serve the drink now.

In the stores, the public learned of the dairy drink through window and inside posters, backbar blow-ups, and two-color, black and red prop-ups on tables and counters carrying this legend:

## PREScription FOR PROFITS



WALGREEN'S

23c

SHAKE-A-PLENTY

BIG!

THICK!

GOOD!

REFRESHING!

ALL FLAVORS PLAIN OR MALTED

Giant blow-ups, approximately forty-one inches by twenty-eight inches, pictured these "super drinks" inside the stores and carried the standard description, "The Delicious Ice Milk Dairy Drink," and, at the bottom, the contents, "1 Pint Liq.," which is one of the beverage's big selling points.

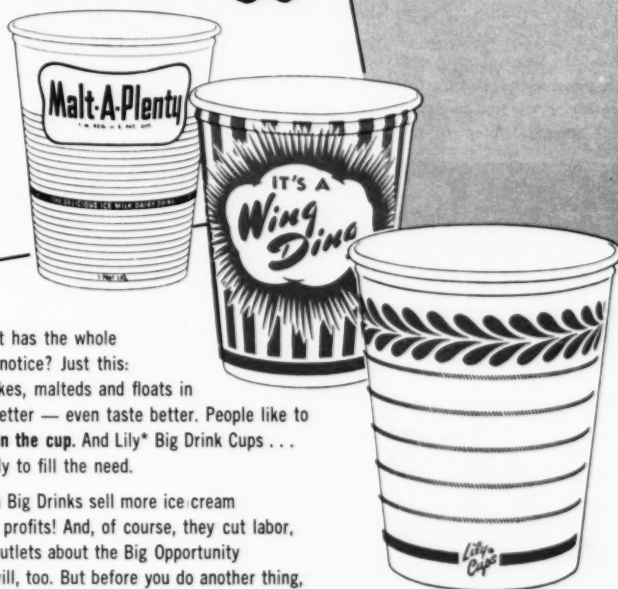
Four-color posters showed a reproduction of the drink in chocolate flavor. The twenty-three cent price was featured in red numerals on a green-bordered circle, on the right-hand side of the poster.

Walgreen's weekly full-page merchandising advertisements, scheduled for the Chicago Thursday afternoon and Friday morning papers, displayed eighty-five-line notices, selling the drink. Walgreen-sponsored radio newscasts carried daily evening and afternoon "spots." TV station WGN also brought the beverage

LILY'S PROGRAM  
FOR INCREASING  
FOUNTAIN SALES

What's  
the  
Big  
idea?

# Big drinks lead to Bigger Business!



What's the big new Fountain program that has the whole ice cream industry sitting up and taking notice? Just this:

John Q. Public likes to drink his milk shakes, malteds and floats in Big Drink Cups. Drinks look big — look better — even taste better. People like to watch their drink mixed and served **right in the cup**. And Lily\* Big Drink Cups . . . 16, 20, 24 ozs. . . were created expressly to fill the need.

Result — enterprising fountains who push Big Drinks sell more ice cream and milk, make more sales, ring up more profits! And, of course, they cut labor, washing, breakage costs. Tell **your** retail outlets about the Big Opportunity in Big Drinks. They'll profit from it. You will, too. But before you do another thing, write us first for the complete story of Lily's Big Drink Program.

## LILY-TULIP CUP CORPORATION

122 East 42nd Street, New York 17, N. Y.

Chicago • Kansas City • Los Angeles • San Francisco  
Seattle • Toronto, Canada



LILY-TULIP CUP CORPORATION Dept. IF-2  
122 E. 42nd Street, New York 17, N. Y.

Please ask your representative to call and explain Lily's big new Big Drink Program.

Name .....

Address .....

City..... Zone... State.....

to the public. Especially effective was a tie-up with baseball coverage over this station, which began last July 1.

Following success of the drink in Chicago, Walgreen extended Shake-A-Plenty to its Denver, St. Louis, Minneapolis, St. Paul, Louisville, Houston, and New Orleans stores. In each of these cities the drink carried the same name, and was sold at twenty-three cents. Advertising and promotion followed the Chicago pattern as far as locally possible.

#### Customer Reaction

What was customer reaction to this drink?

Walgreen's Vice President, R. G. Schmitt, estimates that over 3,000,000 Shake-A-Plentys were sold in Chicago from June 15 to December 1. An analysis of the public's reactions offers information of interest to fountain operators.

Though Shake-A-Plenty is sold at the same price in a malted or non-malted version, the non-malted drink outsold the malted nine to one. This suggests the American fear of gaining weight, one of the invisible deterrents to the fountain trades today. While all standard fountain flavors were offered, eighty per cent of the drinks sold were chocolate flavored.

An interesting reaction to this drink, discovered by Walgreen's, was its all-day appeal. There seemed to be no "special" times for its consumption.

Before putting Shake-A-Plenty on the market, Walgreen's made sure that the operation would be fool-proof. Mr. Schmitt and Fred Sparks, Director of Fountain Food Operations, experimented until they had every phase of production and serving under control. Twenty-five supervisors were trained by the fountain operations department, and they in turn trained fountain personnel. It took an average time of fifteen minutes for a Walgreen dispenser to learn how to serve the drink.

In sixty per cent of the stores, drinks are prepared on a single service mixer, the remaining forty per cent using mixers which can prepare five drinks at one operation. There are four to forty mixers in each store, depending upon size. Average time of making a Shake-A-Plenty is from 1½ to two minutes.

A metal collar is placed on the sixteen-ounce Shake-A-Plenty cup, which is manufactured by the Lily-Tulip Cup Corporation. The collar serves two purposes—it brings the height of the cup up to the height of a standard mixing can; and it prevents overflow when the drink is made on the mixer. After the collar is placed on the cup, 4½ ounces of milk (kept at 32°) are poured in. A printed milk line on the cup makes it easy to measure out the 4½ ounce quantity. Three well rounded #24 dippers of the ice milk frozen product are added, and then 1¼ ounces of a good-grade syrup. If a malted drink is requested, a teaspoon of malt powder is added.

The cup, with collar, is then placed directly on the mixer and remains there for ninety seconds. The cup is then taken from the machine, the collar is removed, and the drink is served to the customer in the Shake-A-Plenty cup.

Expected results of increased fountain trade, bringing a great number of people inside drug stores, is reported by Walgreen managers.

Dan Mahony, Director of Sales Development for Lily-Tulip Cup Corporation, which has been cooperating with Walgreen's high command in planning for Shake-A-Plenty, believes the drink offers a much-needed tonic for weak or anemic fountains. A uniform, brand named, ingredient and size-controlled drink gives the operator the advantages of bottled drinks and of custom-tailored drinks in one attractive package, says Mr. Mahony.

Supporting Mr. Mahony's belief in Shake-A-Plenty's power as a fountain pick-up is the steady growth of similar drinks in chain fountains throughout the country.

Walgreen's found this Shake-A-Plenty promotion doubly helpful—as a spur to extra trade, and as a lifter of company morale. "It's the greatest new thing ever done in Walgreen history from the point of view of fountains," says Mr. Schmitt. "It has brought uncounted thousands of new customers to the store, and pepped up our own organization."

Announcing...

# MULTIMIXER-3 SPINDLE



A revolutionary, new 3-spindle mixer that's perfect for one or several mixer stations. Like the famous Multimixer-5 spindle, it offers the only "professional type" motor with no trouble-making brushes or commutator. So many exclusive features at so low a cost. Your best buy by far is MULTIMIXER-3! Ask your dealer.

Four sparkling colors: Cola Red, Ivory, Green, Black

Price: \$93.87 f.o.b., Sterling, Ill.  
(3 spindles for slightly more than 2 single mixers)

PRINCE CASTLE SALES DIV., INC. La Salle-Wacker Bldg., Chicago 1, Ill.

3

# The **BIG** DRINK... That Means **BIG** PROFITS



## MALT-A-PLENTY

revolutionized the "shake" and "malt" business.

## MALT-A-PLENTY

put fountain dairy drinks back in the profit column.

## MALT-A-PLENTY

brought universal acceptance to soda fountain milk drinks.

## MALT-A-PLENTY

developed the FIRST Nationally MERCHANDISED Dairy Drink.

Over 5,000 drug stores, department stores, ice cream shops, chain stores, schools, drive-ins and super-markets are now selling 50,000,000 MALT-A-PLENTYS a year! Over 300 ice cream manufacturers are promoting and merchandising MALT-A-PLENTY and turning unprofitable "shake" and "malt" business into extremely profitable MALT-A-PLENTY business.

If there is not a MALT-A-PLENTY distributor in your community there will be soon. You can have it if you will **WRITE TODAY**. Get ready for the spring rush of business. Be ready to add substantially to your volume and profit by selling MALT-A-PLENTY in 1952. A MALT-A-PLENTY program is worth money today. Write for information not later than **TODAY**.

**MALT-A-PLENTY, INC.**

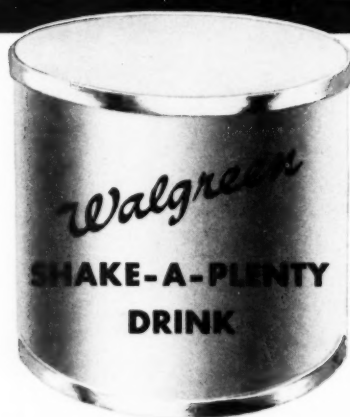
1635 E. 11th St.

TULSA, OKLAHOMA

# Walgreen's Prove It



**ICE CREAM PROFITS  
AT THE FOUNTAIN  
CAN BE INCREASED**



## MORRIS PAPER CANS

MANUFACTURED  
AND DISTRIBUTED BY }

**MORRIS PAPER MILLS • 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.**

**NATIONAL FOLDING BOX CO. • NEW HAVEN, CONNECTICUT**

Also Distributed by CHERRY-BURRELL CORP. • The CREAMERY PACKAGE MFG. CO. • Branches in Principal Cities

## IDYLLIC IDEA



ONE phase of the ice cream industry's continuous campaign to stimulate public interest in ice cream is devoted to consumption of the product as a dessert. And perhaps the most unique promotional idea to sell more ice cream as a dessert is that sponsored by the Idylbrook Farms organization of Rochester, New York.

This dairy concern recently published a booklet (see illustration) in which it urged the public to "eat your dessert FIRST and live longer." Here's the argument for this point of view, as contained in the booklet:

"Most people who are overweight eat until they are full and then eat their dessert. If they would eat their dessert first and then eat until they are full—they would eat less—would be less fat—and live longer. Thin people live longer than just-right or overweight people. Most adult diseases are a direct or indirect result of obesity. (In other words, obesity is a liability in adult diseases.)

"The argument that if you eat your dessert first—then you won't eat the things that are good for you is false—especially if your dessert is ice cream. Ice cream in itself is almost a perfect and complete food. Ice cream (vary the flavors from meal to meal, eat fruit flavors sometimes) plus meat make a perfect balanced meal—containing all the vitamins and minerals needed. Your doctor will confirm this. If the idea seems crazy to you, it's just that you are in a rut.

"Be modern—change your eating habits—eat your dessert first and live longer. Try it for a month and see."

Cartoon-type illustrations depicting life expectancy information are included in the booklet, distributed to patrons of the Idylbrook Farms retail outlet.

ICE CREAM FIELD, February 1952

Here is a factual presentation of what is being done to build profits without increasing delivery costs. This is a study of how it's being done . . . and how you can do it with a very limited investment in refrigeration equipment.

You need this valuable book to show you how to get the profits you are now losing by not selling ice cream on your retail milk routes. You will learn how to sell more to your present customers . . . increase profits to your milkmen through increased sales to your present customers of not only ice cream, but other products. These are sales that you are now losing. Read carefully this factual report.

**Kari-Kold COMPANY**

261 BRIARWOOD AVENUE, S. E. • GRAND RAPIDS, MICHIGAN

THE LEADING MANUFACTURER OF PORTABLE MECHANICAL REFRIGERATION UNITS FOR RETAIL DELIVERY TRUCKS

## How Chicago Plants Prepare For Summer

**I**CE CREAM manufacturers in the Chicago area were asked by ICE CREAM FIELD correspondents to outline the manner in which they prepare their plants for the peak ice cream season. Production supervisors of three of the largest companies in the area participated in this special survey.

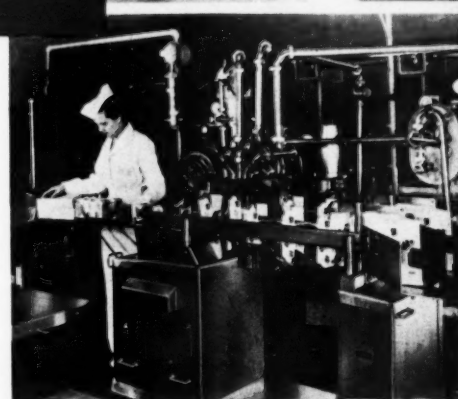
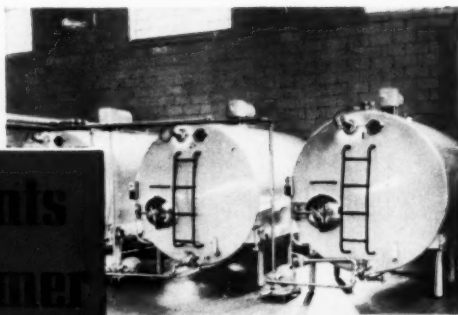
Max Halberstadt of the Goldenrod Ice Cream Company explained that "we start to repair and prepare our plant as soon as gallonage drops off. By the 15th of November, this program is in full swing, and by the end of March, it is scheduled for completion.

"Packaging machinery is examined as soon as it can be released for repairs, and new parts are ordered immediately. Our own engineers replace parts and make certain that machinery is in perfect operating condition before it is released from the shop.

"Although ice cream freezers undergo constant inspections and repairs, even during the summer months, they are given extra attention during the winter. Pumps are replaced, inspection of plated parts is carried on, motors are removed from their housings to be cleaned, belts are replaced, and blades are ground. No expense of time or money is spared to give our freezers the best possible opportunity to serve us through the rush months.

"The water pipes, ammonia pipe coverings, etc., in our plant are painted each winter, and the entire plant is painted every two years. Our ammonia compressors are taken down for overhauling each winter, and our boilers are cleaned. We also check our entire floor for rising and damaged brick.

"Although we constantly check our supply of paper cartons and boxes, this problem is given special attention during the winter months. We try to anticipate our summer requirements, and do our ordering six months in advance. It is much more costly to run out of paper than to be slightly over-supplied."



Another Chicago ice cream plant, with annual production amounting to more than 5,000,000 gallons, decides whether or not to purchase new equipment only after estimating the sales potential for various products. If the sales potential for a given item is low, and equipment used in making it is in fairly poor condition, chances are it will not be replaced if there is a possibility of patching it up and making it last.

Conversely, if the sales potential for an item is high, and it could be produced more economically with new equipment, chances are the new equipment will be purchased, even though the obsolete equipment is still in good operating condition.

Instances of equipment breaking down beyond repair are extremely rare. As an example of the durability of present day equipment, this plant has a conveyor that is sixteen years old, and many tanks and vats that date back to pre-war days, and these units are still in good operating condition.

The sales picture also is the major influence in determining what type of equipment is best suited for each plant. Once this Chicago manufacturer decides what equipment is needed to meet the demands of potential sales on the most economical basis, the problem narrows down to selection of the best design and make.

Many types of equipment are custom made for spe-

*(Continued on page 88)*



**now  
is the  
time**

***before the season starts...***

**Call your  
Cherry-Burrell representative**

today and start your Planned Purchasing Program . . . avoid the expense and delay of shortages on vital items such as these:

Cartons	Overrun Scales
Cups	Syrups—Flavors
Oils and Greases	Boots—Shoes
Fountain Service Tools	Anti-oxidants
Washing Powders	Stabilizers
. . . and hundreds of other items.	


Now is the time to think about and order the supplies you'll be needing for the peak ice cream selling season. But there is no need to build up excessive inventories . . . you can reserve your supplies for automatic periodic delivery through contract purchasing from Cherry-Burrell.

***Get Your Ice Cream Supplies Now  
Here's all you do . . .***

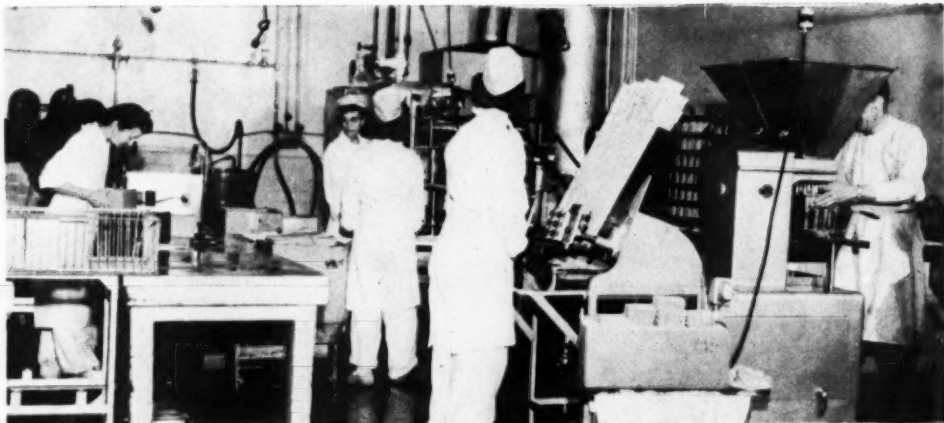
Ask your Cherry-Burrell representative to help you estimate your supply needs for the year and have him show you how to keep a running inventory that assures a safe stock of vital supplies at all times—and anticipate needs far enough in advance to avoid shortages. Then, order those items on contract. Your supplies will be delivered on a regular, automatic schedule based on your production demands and at low prices based on your quantity requirements—that's Planned Purchasing.

**CHERRY-BURRELL CORPORATION**

General Sales and Executive Office:  
427 W. Randolph Street, Chicago 6, Ill.  
Milk and Food Plant Equipment and Supplies  
FACTORIES, WAREHOUSES, BRANCHES, OFFICES  
OR DISTRIBUTORS AT YOUR SERVICE IN 56 CITIES



*trendmaker in a great industry*



## PLANT SURVEY MOVES WEST

**M**OVING the editorial spotlight toward the West Coast in the quest for accounts of how ice cream manufacturers prepare for their busiest months of the year, ICE CREAM FIELD contacted production managers of six leading Oregon plants. With Professor G. H. Wilster serving as special consultant to the survey, the following general questions were posed:

1. How should preparations proceed?
2. How should equipment problems be approached?
3. What is the role of sanitation in the achievement of efficient plant management?
4. On what basis should supplies (ingredients, flavors, etc.) be ordered?
5. What formulas may be planned for the next season?
6. What is the sequence of the involved operations; what is done, when and why? How is it done and by whom?
7. What steps should be followed to achieve greater efficiency?

### The First Question

Two managers of ice cream factories presented noteworthy responses to the question of preparing plants for peak season activity. One said that "Business, like a military maneuver, requires an overall plan of operation. We must know where we want to go, and must have a long range plan for reaching our objective. Management without such a plan becomes confused

with a series of small crises and is so concerned with defense that it forgets to take the initiative."

The other authority advised that "the operator should study his operation to determine just what bottle-necks exist. This is true from a personnel standpoint as well as the physical aspects of the plant. After a workable plan is evolved, the next and final step is to carry it through to completion."

### Equipment Problems

One operator commented as follows on the equipment problem: "Here the planned program dictates what we must install in order to fulfill our program. Since few companies can afford to junk at one time all the machinery involved in a major operation, purchases of equipment are usually made on a prearranged schedule so that a gradual increase of production accompanies the addition of each piece of machinery until the whole plan is put into operation. In this way only a piece or two is bought at a time. Good planning will permit each piece to help pay its own way by increasing production or by making it more economical. Another factor which dictates changes to us is the code of ever-changing sanitary standards. Last, but not least, we must have a plan for orderly replacement of all equipment because of reasonable wear and tear."

In one of the Oregon plants covered in the current survey, improvements during the winter months are contemplated because the volume of products handled exceeds the present capacity of the plant. According

The Marathon Packette! It's new! It's a sales maker! It's an important addition to the famous line of Marathon's original Linerless Ice Cream Cartons. Retailers like this single portion linerless! It has terrific mass display value. Shoppers stop and select the flavors in any combination they desire. Try a jumbled display and watch sales zoom. Just like the big selling Pint Linerless, the Packette has side opening flap . . . when opened the ice cream stays intact, all ready to serve.

# New Packette!



## Engineered for production and sales

Marathon's line-of-three Linerless Ice Cream Cartons consists of half-gallon, pint and individual serving size. All are engineered for automatic or semi-automatic set-up and filling. Linerless Cartons fold flat and store flat to save space.

Marathon Linerless Cartons, beautifully printed in 2, 3, or 4 colors, attract consumer attention, boost sales. If you want to increase ice cream volume, see your Marathon salesman or write Marathon Corporation, Menasha, Wisconsin.



# Packs Sales Punch!



# HALF GALLONS

DOZ. \$1.18

FRESH PEACH

NEAPOLITAN

ICE CREAM BARS

BUTTER BRICKLE

CHOCOLATE CHIP

PINTS

ICE CREAM ROLLS

## ICE CREAM FLAVORS:

Quantity		Quantity	
RS-314 Almond Taffy		RS-320 Palmer House	
RS-307 Burnt Almond		RS-335 Peach	
RS-328 English Almond Toffee		RS-313 Fresh Peach	
RS-309 Banana		RS-326 Pecan Crunch	
RS-350 Banana Nut		RS-348 Pecan Toffee	
RS-355 Fresh Banana		RS-359 Peppermint	
RS-362 Biscuit Tortoni		RS-327 Peppermint Stick	
RS-358 Butter Brickle		RS-316 Pineapple	
RS-364 Butter Krunch		RS-340 Orange Pineapple	
RS-315 Butter Pecan		RS-331 Pineapple Custard	
RS-312 Butterscotch		RS-308 Pistachio	
RS-306 Caramel		RS-332 Pistachio Nut	
RS-365 Caramel Fudge		RS-317 Raspberry	
RS-361 Cherry		RS-330 Raspberry Vanilla	
RS-363 Black Cherry		RS-353 Black Raspberry	
RS-351 Cherry Nut		RS-302 Strawberry	
RS-344 Cherry Vanilla		BB-28 Strawberry in Vanilla	
RS-366 Cherry Walnut		RS-360 Spumoni	
RS-301 Chocolate		RS-303 Tutti Frutti	
RS-323 Chocolate Chip		RS-300 anilla	
RS-334 Chocolate Fudge		RS-345 Vanilla Fudge	
RS-343 Choc. Marshmallow		RS-322 Black Walnut	
RS-305 Coffee		RS-324 White House	
RS-341 Egg Nog		BB-29 Butterscotch Marble	
RS-367 French Vanilla		BB-31 Chocolate Marble	
RS-354 Fruit Salad		BB-32 Raspberry Marble	
RS-347 Ginger		BB-30 Strawberry Marble	
RS-349 Holiday Fruit		BB-70 Butterscotch Ripple	
RS-346 Holiday Pudding		BB-69 Chocolate Ripple	
RS-318 Lemon		BB-71 Raspberry Ripple	
BB-67 Lemon Chiffon		BB-50 Strawberry Ripple	
BB-66 Lemon Flake		BB-68 Butterscotch Sundae	
RS-310 Maple Nut		BB-51 Chocolate Sundae	
BB-74 Mint Chocolate		BB-69 Raspberry Sundae	
RS-311 Neapolitan		BB-52 Strawberry Sundae	
RS-356 New York			
RS-352 New York Cherry			

## PRICE LIST Any Quantity of Assorted Slides

Single Slides—any flavors assorted	@ 15c each
100 or more assorted	@ 13c each
250 or more assorted	@ 12c each
500 or more assorted	@ 11c each
1000 or more assorted	@ 10c each

Quantities over 1,000 for groups or single orders upon request.

## LAMINATED PLASTIC FLAVOR SLIDES with NUMERALS

Brilliant red in color, white letters. Size 8" x 1 1/4", fit superstructures of most ice cream cabinets. You can now price your merchandise with our numeral slides. 72 flavor slides available, 7 sherbets, 27 specialties and novelties, 24 miscellaneous subjects. These slides really "show up" when in position on your superstructures.

### MISCELLANEOUS:

Quantity	
BB-33 All Flavors*	
RS-321 Bricks	
RS-333 Special Brick	
RS-338 2-Layer Brick	
RS-339 3-Layer Brick	
RS-342 Cones	
BB-10 Doz. (3 per slide)	
BB-65 Duncan Hines	
BB-15 Gallons	
BB-14 Half Gallons	
BB-39 Holiday	
RS-329 Home Pack	
BB-64 Ice Cream Flavors*	
BB-44 Package (2 per slide)	
BB-12 Pints (2 per slide)	
BB-13 Quarts	
RS-370 Special	
RS-371 Special Today	
RS-374 Sundae	
BB-45 Take Some Home	
RS-368 Tray-Pack	
BB-48 Meadow Gold	
BB-54 Quality Chkd (3 per slide)	
BB-62 Quality Chkd Extra Fine	

### SHERBETS:

BB-72 Cranberry Sherbet	
BB-53 Lime Sherbet	
BB-75 Mint Sherbet	
RS-325 Orange Sherbet	
RS-336 Pineapple Sherbet	
RS-337 Raspberry Sherbet	
RS-304 Sherbet	

### SPECIALTIES & NOVELTIES

Quantity	
BB-43 Cake a la Mode	
BB-16 Cake Rolls	
BB-34 Cheerio**	
BB-73 Creamsicle**	
BB-41 Mr. Big Cones	
BB-63 Dietetic	
BB-47 Frozen Dessert	
BB-61 Frozen Custard	
RS-369 Dixie Cups	
BB-35 Dreamsicle**	
BB-25 Drumsticks	
BB-36 Eskimo Pie***	
BB-37 Frosticks	
BB-23 Fudge Bars	
BB-38 Fudgsicle**	
BB-21 Ice Cream Bars	
BB-40 Ice Cream Cakes*	
BB-27 Ice Cream Cups	
BB-17 Ice Cream Rolls	
BB-18 Ice Cream Pies	
BB-20 Ice Cream Sandwiches	
BB-19 Ice Cream Tarts	
BB-24 Milk Bars	
BB-46 Novelties	
BB-42 Nut Fruit Roll	
BB-22 Popsicle**	
BB-26 Sundae Cups	

### EXCLUSIVELY BORDEN:

BB-56 Borden's (2 per slide)	
BB-57 Brown Giants	
BB-55 Elsie Package*	
BB-59 Holly Maid	
BB-60 Lady Borden Ice Cream*	
BB-58 Skirockets	

\*Where 2 words are separated on slide by "T", the words are set-out between, and can readily be torn apart and used as two separate words, or as one slide.  
\*\*T.M. Reg. U.S. Pat. Off. Ice-Love Corporation, New York, N.Y.  
\*\*\*T.M. Reg. U.S. Pat. Off. Eskimo Pie Corporation, Bloomfield, N.J.

### NUMERALS, \$, c., (Period):

10 numerals to each slide; individual figures easily separated.

BB-1	BB-4	BB-7	BB-0	BB-c
BB-2	BB-5	BB-8	BB-\$	BB-(period)
BB-3	BB-6	BB-9		

## BROWN-BLODGETT, INC.

EMPIRE BANK BLDG. ST. PAUL 1, MINNESOTA

ORDER BLANK Date 195

Please ship the Laminated Plastic Flavor Slides as indicated above.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# F-38

A HALLMARK ® PRODUCT

A proven, uniform, economical  
ice cream stabilizer—  
backed by Stein Hall Control  
Chemists and engineered  
in Stein Hall modern  
research laboratories! A  
quality product worth your  
investigation.

**STEIN HALL**  
285 MADISON AVENUE NEW YORK 17, N. Y.

Branch offices in 16 cities in U. S. and Canada

to the manager of this concern, "We are at the present time working out our equipment problems to a point where we will eliminate double handling and various unnecessary steps which are cutting down our efficiency. For example, we have only a 100-gallon pasteurizer for manufacturing ice cream mix. This has resulted in a great loss in time and effort, especially during the heavy season when we have to make 300 to 400 gallons of ice cream per day. We also do not have any mix storage facilities, except in ten-gallon cans, and transport of those back and forth from cooler to freezer is a great efficiency loss."

The consensus of those plant managers consulted by this magazine's representative is that the refrigerator rooms are best serviced early in the year. If major or extensive repairs or additions are to be undertaken, Fall is a good time to get started, so that time is available to work out any "bugs" before the busy season begins.

One Oregon manager is of the opinion that the most important off-season job in his plant is to see that all refrigeration equipment, including ice cream cabinets, is thoroughly checked and reconditioned as necessary. He commented, "Right now, at this time of year (December), we think of the busy ice cream season of next year as a long way off, but after the turn of the year, before we know it, it is upon us."

"In regard to handling equipment problems, particularly the main compressors in our plant, we tear them down individually during the winter months when the refrigeration load is not so great, and thoroughly check all operating parts and replace any if needed. This piece of equipment then goes back on the line with the operating efficiency of a new piece of equipment. All condensers and traps of all refrigeration equipment are checked and cleaned in the same manner."

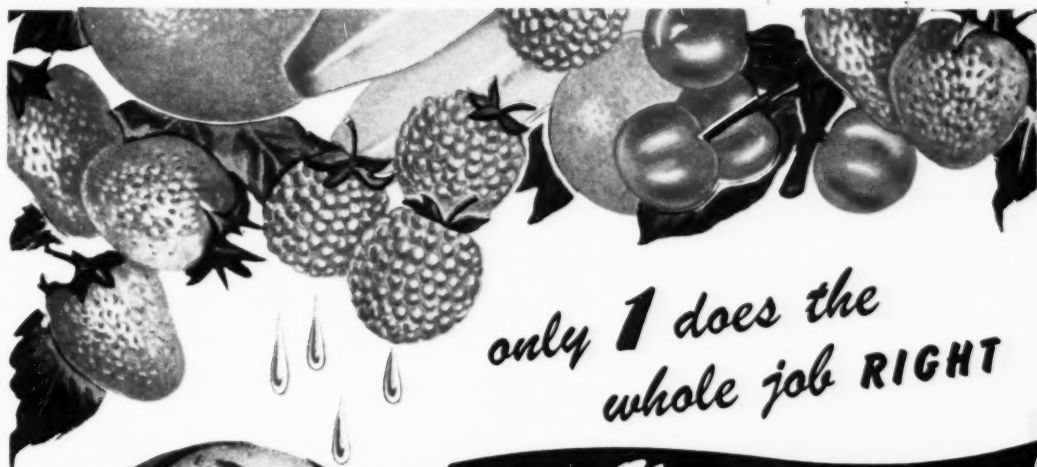
"In regard to cabinets, we find it is quite essential that we give ice cream cabinets a thorough check during the winter months whether or not the individual unit seems to need it at the time. The reason for this is that again we want a trouble-free operating piece of equipment during the busy season for our own benefit as well for the benefit of our dealer."

Painting of equipment also is considered desirable. Freezers should be checked over completely and repairs made as needed in order to assure first-class operating condition at the beginning of the new season.

In one large ice cream plant, the following are considered with reference to plant equipment:

1. The effect upon the quality of the product.
2. The operation cost of the equipment.
3. The original or replacement cost of the equipment.

The manager of this plant noted that "with the present high cost of labor, item number two probably is given more consideration by most manufacturers. Any labor-saving piece of equipment will pay for itself



*only 1 does the  
whole job RIGHT*



*National*  
**FRUIT TOPPING  
POWDER and  
FRUIT TOPPING  
ACID**

**The Perfect Pectinizing Agent**

for FRUIT SYRUPS Used in  
*Variegating*

for FRUIT FEEDER Applications

For FRUIT used in  
*Ice Cream Tarts and Pies*

for FRUIT TOPPINGS  
on "Walking" Sundaes

for MARSHMALLOW TOPPINGS

for FOUNTAIN SYRUPS

**BRINGS OUT — NEVER COVERS UP  
THE NATURAL FRUIT FLAVOR**

**For Setting-up and Tender-izing All Cold Pack  
or Processed Fruit and Fruit and Juice . . .**

National Fruit Topping Powder is a natural constituent of citrus fruit that tenderizes the fruit as it stabilizes . . . *brings out*—never covers up—the natural fruit flavor. Cooking of fruit is not necessary when Fruit Topping Powder is used.

National Fruit Topping Powder sets fruit and juice to a controlled consistency. Juices set with National Fruit Topping Powder melt down clean with the ice cream.

Because National Fruit Topping Powder holds a high sugar content in the syrup, it accentuates flavor . . . makes cold pack or processed fruit go further . . . provides a better yield. Flavor costs are reduced.

*Ask your National Pectin representative about our new cold process for Pectinizing.*

*National*  *Company*  
2656 W. CULLERTON ST. CHICAGO 8, ILLINOIS

**You Will Make a Better Product When You Use a *National* Stabilizer or Emulsifier**

in a relatively short period of time with today's labor prices."

The same man believes that equipment repair and replacement can be accomplished most advantageously during the slower Winter months. "All equipment should be in top running order before the busy production season begins. The Winter season is a good time to start a preventative maintenance program in the event that one is not already established."

### Plant Sanitation

Appearance of the interior of the ice cream plant and the sanitation of the plant is of paramount importance, survey participants agreed. In one manager's opinion, a clearly-defined sanitation program should be established and followed faithfully. "Plant management should check constantly to be sure this program is being followed. Management does not wish to jeopardize its own health by consuming products manufactured under unsanitary conditions, and it should feel the same way about the public."

One manager follows the plan of looking back on the past year's operation with the view of letting this guide him in making improvements for the season ahead. He said, "With the correction of these problems, you should have a systematic procedure whereby all equipment is kept under observation so that there is

no question with regard to sanitation. Sanitation in the plant, in my opinion, comes before anything else. You cannot develop good men in the plant unless they are thoroughly conscious of sanitation as the Number One item in the plant."

Experience has shown one manager that "Men who are conscious of the proper sanitary methods, and practice them, are also conscious of detail with regard to other matters, and are, therefore, more efficient workers. Conversely, anyone who is lax with regard to sanitation usually has the same mental attitude about other phases of his work. A worker may be fast, but to be of value, he must also be thorough. A good knowledge of the whys and wherefores of sanitation does much to keep him that way."

### Supplies

Supplies, an important problem that occupies the attention of all production managers, was discussed at length by several of the Oregon ice cream men. Some of the questions covered included:

1. When are supplies most economically available?
2. When do I need them?
3. What quantities are most economical to buy, considering individual financial structures?

One manufacturer noted that many companies in

*(Continued on page 89)*

*You don't have to chop  
down a cherry tree to get  
a swell February Promotion*

## Limpert's **CHERRIES** *are* **SUPERB!**

**OXHEART-big, black & sweet MARASCHINO-true type  
NATURAL FLAVOR-pure cherry juice**

Rich, full-bodied flavor. Perfect color uniformity.  
Sliced, halved or packed whole by automatic machinery.  
Wire for prices and samples.

**LIMPERT BROTHERS, INC., Vineland, N. J.**  
*Quality Superb Fruits, Flavors & Extracts for the Ice Cream Industry*  
New York Sales Office, 33 West 42nd Street



## FREE

Full-color streamers of  
**CHERRY-VANILLA and CHERRY ICE CREAM**

# Slack Season Plant Projects

BY PROFESSOR E. L. THOMAS

University of Minnesota  
St. Paul, Minnesota

THE season of low production experienced by most ice cream manufacturers is an opportune time to put into effect new and better ways of doing things. This applies not only to the production department, but also to the laboratory, the office, and the sales department. Included in the following outline are some of the many projects that might be undertaken during the slack season in an attempt to increase the overall efficiency during the busy season ahead.

## *I. Work simplification projects.*

1. Installation of permanent pipe lines.
2. Converting to high-temperature-short-time pasteurization, if practical.
3. Installation of labor-saving equipment for handling raw materials, packaging the ice cream, and moving the finished products to and from storage.
4. Improving and streamlining office and accounting procedures.
5. Installation of modern and more efficient laboratory facilities.
6. Streamlining the clean-up operation in the plant by applying new techniques and providing labor-saving tools for washing equipment.

## *II. Projects to improve working conditions for employees.*

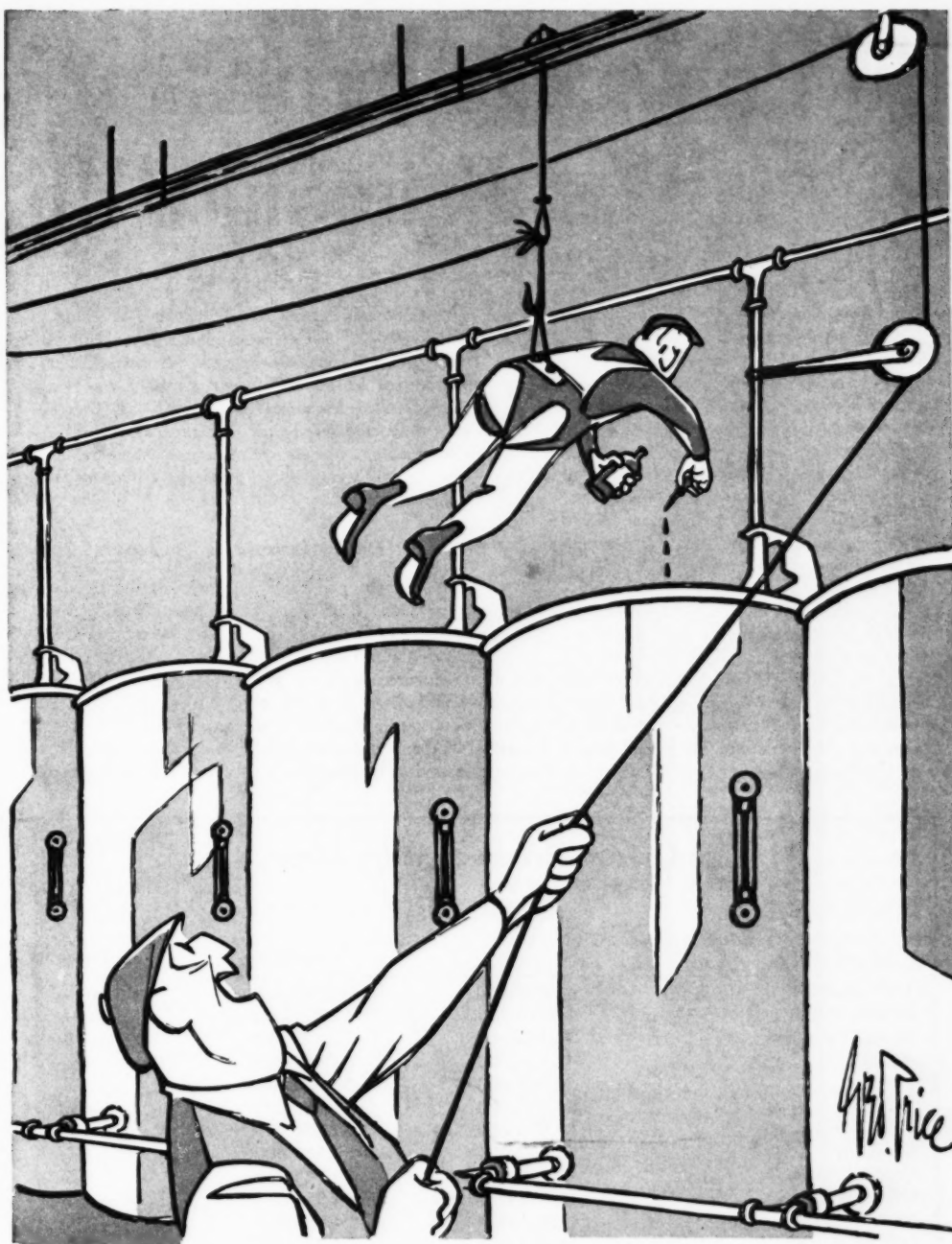
1. Installation of adequate lighting.
2. Providing better ventilation or air conditioning facilities.
3. Providing adequate recreational facilities and planned rest periods.
4. Providing adequate and modern sanitary facilities.

## *III. Research and development projects.*

1. Improving the quality of your products by revising formulas and attempting to select better flavoring materials and other ingredients.
2. Improving quality control procedures through routine grading and testing of samples from each batch, keeping of accurate records, and code dating of packages.
3. Developing new products.
4. Experimentation with new methods of merchandising.
5. Improving efficiency of various operations in plant, office, and laboratory through time-motion studies.

## *IV. Waste reduction projects.*

1. Repairing all leaky pipelines and valves.
2. Reducing refrigeration and power losses by adequately insulating all suction lines and cold rooms, replacing worn refrigerator-door gaskets, reducing frost build-up on evaporator coils, and providing for periodic air and oil removal from refrigeration system.
3. Setting up systematic lubrication charts for all equipment.
4. Providing adequate storage facilities for raw materials and supplies.
5. Reducing the amount of returned goods by improving distribution methods.
6. Improving inventory control procedures.
7. Setting up an effective system of cost accounting.



"Sure it will flavor the whole tankful . . .

*that's not ordinary Vanilla...it's H. Kohnstamm's!"*

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ICE CREAM FIELD, February 1952

# '51 Production Increase Is First Gain Since '46

**1951** marked the first time since 1946 that annual ice cream production in the United States exceeded the previous year's gallonage, according to figures released late last month by the United States Bureau of Agricultural Economics. After four consecutive years of declining production, a three per cent gain was recorded last year over 1950. Ice cream manufacturers turned out an estimated 570,880,000 gallons in 1951.

All months of 1951 showed gains over the corresponding months of 1950 with the exception of February (minus two per cent), June (minus four per cent) and November (minus five per cent). The low point of production in 1951 occurred in February and the high point in July. In 1950, the low and high points were January and July.

ICE CREAM FIELD figures indicate that Horace Greeley's admonition, "Go west, young man," might very well have been intended for prosperity-seeking ice cream manufacturers. For the second year in succession, the Pacific Coast states of Washington, Oregon

and California became the only sectional group in which none of its members suffered gallonage losses. Washington's increase was eight per cent, Oregon's was six per cent, and California gained five per cent. The so-called Mountain States, of which Colorado is one, amassed a seven per cent gallonage gain. Colorado production of ice cream increased nine per cent, proving conclusively that "there's gold in them there (western) hills."

## Largest Increase In Louisiana

The largest gallonage increase enjoyed by a single state, however, amounted to fifteen per cent and was achieved by Louisiana ice cream manufacturers. Other South Central states fared well in 1951. Oklahoma production soared ten per cent over 1950. The gain in Texas was nine per cent; in Tennessee, seven per cent; and in Alabama, four per cent.

Other states scoring the highest percentages of increased production last year were Georgia (eight per

## Ice Cream Production by Months

(IN GALLONS)

Month	1950*	1951**	Trend
JANUARY	31,842,000	34,280,000	+8%
FEBRUARY	33,334,000	32,755,000	-2%
MARCH	39,348,000	42,575,000	+8%
APRIL	42,724,000	44,325,000	+4%
MAY	56,763,000	58,655,000	+3%
JUNE	64,576,000	61,685,000	-4%
JULY	64,979,000	68,380,000	+5%
AUGUST	64,802,000	67,500,000	+4%
SEPTEMBER	48,799,000	49,775,000	+2%
OCTOBER	42,902,000	44,855,000	+5%
NOVEMBER	35,821,000	34,065,000	-5%
DECEMBER	30,094,000	32,030,000	+6%
12-MONTH TOTAL	555,984,000	570,880,000	+3%

\*Final Enumerations

\*\*Estimates

# Brand Preference BEGINS EARLY...

WITH  
**ICE CREAM  
DIXIES**

AND DIXIE PICTURE LIDS



## WHAT THE DIXIE FRANCHISE OFFERS YOU

- Use of a nationally accepted symbol of dependability.
- Identification of your brand name in the home.
- The sampling of your quality product at a profit.
- Containers of the highest quality and uniformity.
- Help in filling, distributing, selling your Dixies.
- Support from many years of consistent advertising.
- Effective dealer-advertising material FREE.



Most youngsters are not aware of brand names. But there's one name they know almost as well as their own—DIXIE. They know when they ask for and demand ice cream packed in Ice Cream Dixies they get the famous Dixie Picture Lids to save, swap and redeem.

For over 28 years millions of youngsters have insisted on the brands with the Dixie Picture Lids. Hundreds of manufacturers have capitalized on this preference. Today some of these manufacturers sell well over *one million gallons* each year in Dixie Cups.

Tie-in your ice cream with this *exclusive, proven* Dixie Picture Lid Promotion. Establish your brand name . . . build more and more volume with Dixie, the name the small fry demand. Write for information today.

**Dixie**

"Dixie" is a registered trade mark of the Dixie Cup Company

**DIXIE CUP COMPANY**

EASTON, PA., CHICAGO, ILL., DARLINGTON, S. C., FT. SMITH, ARK., BRAMPTON, CANADA

ICE CREAM FIELD, February 1952

73

cent), Pennsylvania (seven per cent), Indiana (seven per cent), Virginia (six per cent), and Nebraska (four per cent). In the District of Columbia, nine per cent more ice cream was produced in 1951 than in 1950.

The states which comprise the West North Central group did not find 1951 to their liking. Nebraska was the only state in this area to enjoy a production increase. But Iowa production dropped eight per cent, Missouri output decreased three per cent, Minnesota galloneage dipped two per cent, and Kansas and the Dakotas marked up losses of one per cent.

#### Largest Loss In West Virginia

The largest loss suffered by a single state was nine per cent; the state was West Virginia. Other states in which substantial galloneage losses were entered into the books were Connecticut (minus five per cent), Illinois (minus four per cent), and a group of smaller North Atlantic states, particularly those in New England, which collectively noted a production decrease of six per cent.

Butterfat content in ice cream last year averaged 11.64 per cent throughout the country, as compared to 11.69 per cent in 1950. Butterfat statistics make it evident that there is a general tendency to use more of this vital ingredient when ice cream production is at its lowest levels of the year.

#### Sherbet Production Increases Again

With the release late last month of December sherbet production figures, it became evident that 1951's

sherbet output was the largest on record, except for the war years, 1943-45.

A summation of the revised estimates of monthly sherbet production during 1951 indicated a total for the year of 20,640,000 gallons. This was twenty-one per cent above the enumerated total for 1950 but was nine per cent less than the five-year, 1945-49, annual average.

Sherbet production was far above the corresponding months in 1950, except in June, when only a four per cent increase was recorded, and in November, when sherbet galloneage dropped two per cent.

The low point in sherbet production during 1951 occurred in February, when 790,000 gallons were produced in the United States. The high point was reached in July, when 2,930,000 gallons were turned out. During the five-year period, 1945-49, the December output averaged the lowest, while the July average was the highest of all months.

Production of sherbet in December, 1951 was estimated at 870,000 gallons—twenty per cent more than the December, 1950 output and seventy-nine per cent more than the five-year, 1945-49, average for the month. Between November and December, production dropped only fourteen per cent or considerably less than the thirty per cent decline during the same period in 1950, and the average fall of twenty-five per cent between these months in the five-year period, 1945-49. The December output of sherbet in 1951 was the largest on record for the month with the exception of the two World War II years, 1943 and 1944.

### Sherbet Production by Months

(IN GALLONS)

Month	1950*	1951**	Trend
JANUARY	607,000	880,000	+45%
FEBRUARY	672,000	790,000	+18%
MARCH	920,000	1,300,000	+41%
APRIL	1,175,000	1,450,000	+23%
MAY	1,890,000	2,260,000	+20%
JUNE	2,470,000	2,580,000	+4%
JULY	2,419,000	2,930,000	+21%
AUGUST	2,321,000	2,910,000	+25%
SEPTEMBER	1,546,000	1,980,000	+28%
OCTOBER	1,294,000	1,680,000	+30%
NOVEMBER	1,030,000	1,010,000	-2+
DECEMBER	726,000	870,000	+20%
12-MONTH TOTAL	17,070,000	20,640,000	+21%

\*Final Enumerations

\*\*Revised Estimates

# United States Ice Cream Production Trend

(IN GALLONS)

For the Entire Years 1950 and 1951

Area	1950	1951	Trend
Massachusetts .....	19,830,000	20,010,000	+ 1%
Connecticut .....	6,836,000	6,515,000	- 5%
New York .....	58,249,000	59,040,000	+ 1%
New Jersey .....	11,690,000	11,860,000	+ 1%
Pennsylvania .....	66,405,000	70,835,000	+ 7%
Other N. A. States .....	9,352,000	8,765,000	- 6%
<b>NO. ATLANTIC STATES</b> .....	<b>172,362,000</b>	<b>177,025,000</b>	<b>+ 3%</b>
Ohio .....	33,816,000	34,545,000	+ 1%
Indiana .....	17,100,000	18,345,000	+ 7%
Illinois .....	32,052,000	30,705,000	- 4%
Michigan .....	25,936,000	25,945,000	+ 0%
Wisconsin .....	16,145,000	16,125,000	- 0%
<b>E. N. CENTRAL STATES</b> .....	<b>125,049,000</b>	<b>125,665,000</b>	<b>+ 0%</b>
Minnesota .....	13,158,000	12,920,000	- 2%
Iowa .....	11,046,000	10,205,000	- 8%
Missouri .....	16,245,000	15,825,000	- 3%
N. & S. Dakota .....	4,444,000	4,375,000	- 1%
Nebraska .....	6,055,000	6,315,000	+ 4%
Kansas .....	6,281,000	6,230,000	- 1%
<b>WEST NO. CENTRAL STATES</b> .....	<b>57,229,000</b>	<b>55,870,000</b>	<b>- 2%</b>
District of Columbia .....	6,152,000	6,700,000	+ 9%
Maryland .....	8,490,000	8,745,000	+ 3%
Virginia .....	9,535,000	10,125,000	+ 6%
West Virginia .....	5,278,000	4,795,000	- 9%
North Carolina .....	14,127,000	14,110,000	- 0%
Georgia .....	7,112,000	7,680,000	+ 8%
Florida .....	9,510,000	9,600,000	+ 1%
Other S. A. States .....	4,625,000	4,810,000	+ 4%
<b>SO. ATLANTIC STATES</b> .....	<b>64,829,000</b>	<b>66,565,000</b>	<b>+ 3%</b>
Tennessee .....	12,069,000	12,935,000	+ 7%
Alabama .....	6,549,000	6,805,000	+ 4%
Louisiana .....	6,917,000	7,950,000	+ 15%
Oklahoma .....	6,119,000	6,840,000	+ 10%
Texas .....	23,487,000	25,695,000	+ 9%
Other S. C. States .....	10,728,000	10,710,000	- 0%
<b>SO. CENTRAL STATES</b> .....	<b>65,869,000</b>	<b>70,935,000</b>	<b>+ 8%</b>
Colorado .....	5,471,000	5,950,000	+ 9%
Other Mt. States .....	11,907,000	12,605,000	+ 6%
<b>MOUNTAIN STATES</b> .....	<b>17,378,000</b>	<b>18,555,000</b>	<b>+ 7%</b>
Washington .....	7,902,000	8,555,000	+ 8%
Oregon .....	6,577,000	6,970,000	+ 6%
California .....	38,789,000	40,740,000	+ 5%
<b>PACIFIC STATES</b> .....	<b>53,268,000</b>	<b>56,265,000</b>	<b>+ 6%</b>
<b>UNITED STATES</b> .....	<b>555,984,000</b>	<b>570,880,000</b>	<b>+ 3%</b>

# Trade Picks Chicago



**C**HICAGO will be the dairy capital of the world during the week of September 21 to 27.

This was assured with the announcement last month of official 1952 convention dates for the International Association of Ice Cream Manufacturers and the Milk Industry Foundation. These annual conclaves will be held in conjunction with the Dairy Industries Exposition, scheduled for September 22 to 27 at the Navy Pier. The last time the dairy groups convened simultaneously in Chicago was 1933.

The forty-eighth convention of the ice cream association will be held from September 21 to September 24, with the Hotel Conrad Hilton (formerly the Hotel Stevens) serving as headquarters. Other official hotels for active members of the IAICM are the Blackstone and the Harrison.

Milk Industry Foundation's forty-fifth convention will begin September 24 and conclude September 26. Official hotels for MIF members will be the Sherman and the Bismarck, with the Sherman as headquarters.

The eighteenth Dairy Industries Exposition, to be sponsored as usual by the Dairy Industries Supply Association, is expected to be the world's largest specialized industrial show of 1952. To accommodate DISA members, supply and equipment (associate) members of the IAICM, and dairy processors unaffiliated with the convening dairy industrial groups, DISA has instituted a pooling, under a Housing Bureau, of all remaining transient-serving hotel facilities. None of the hotels is being designated exclusively a DISA hotel.

Official reservation forms for hotel accommodations were mailed to members of the three organizations in January. A postmark priority system is being used in the assigning of hotel rooms.

## Retailers Announce Dates

Another important dairy industry convention has been scheduled for Chicago during the fourth week of September. Announcement has been made by officials of the National Association of Retail Ice Cream Manufacturers that their group will convene from September 25 to September 27 in the Windy City's Hotel La Salle.

Additional details concerning program and other arrangements are expected to be announced in the near future, according to an association spokesman. H. McKay Birmingham, Born's Dairy Company, Erie, Pennsylvania, is serving as Chairman of the Convention Committee. This will be the association's nineteenth annual convention.

Several other dairy groups were expected to announce their 1952 convention dates shortly as this magazine went to press. It is anticipated that these dates will be geared to the arrangements made by the International Association, the Milk Industry Foundation, and the Dairy Industries Supply Association. Among the bodies that soon will make their convention dates known are the National Ice Cream Mix Association and the Dairy Industries Society, International.

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gives you everything you need  
in an insulated bag!

**COMPACTNESS . . .**

for minimum storage space and easy handling.

**EFFICIENT INSULATION . . .**

to keep ice cream in good condition.

**COLORFUL PRINTING . . .**

to attract customers to your ice cream and to advertise your name most effectively.

**LOW COST . . .**

so you can use insulated bags profitably to sell more ice cream.



**DISTRIBUTORS AND  
SALES REPRESENTATIVES**

Increased demand for SURE-KOLD BAGS has opened several desirable new territories. Applications and inquiries are invited.

## WHITNEY BROS., INC.

OUR 75TH YEAR

34-42 Farnsworth Street

Boston 10, Massachusetts

PACIFIC COAST: WEST COAST COVERAGE CO.

4204-10 S. Produce Plaza

Los Angeles 58, Calif.

## Increasing the Demand

— from page 20 —

product hand-dipped to take out. You can do a good job on both while continuing to build up your package and novelty sales. It's just a matter of some extra energy and promotion based on a rounded line of bulk and packaged products. Will you try some of these ideas?

Place your advertising budget not on a percentage of what you did last year but on what you are shooting for next year. When you have decided how much you can spend to hold and to increase bulk sales of ice cream then get away from your desk and personally visit every bulk retailer handling your ice cream. Stop in front of his store. Say to yourself: "this is my competitor's customer—I want his business. What can I do to secure and increase this dealer's business?" Believe me you'll find the answers in a hurry. You'll start off by giving each dealer a fair and honest appraisal of his profits on ice cream and his possibilities. Why not—you'll lose him anyway if he doesn't make enough money. You'll show him that it is possible for him to sell just one quart extra a day in cones, sodas, sundaes, milk shakes or a-la-mode. That may mean a 10% jump in his ice cream sales. Isn't that worth while to the dealer as well as to you, the manufacturer? If he balks, and refuses to try ideas to increase his bulk sales, you might just as well pull down your signs and take out your ice cream, because it is inevitable that you will lose that dealer.

Chances are he is willing to go along with you in the interest of making his fountain a better investment. So you bring in your salesman armed with a monthly record of what that dealer sold each month of 1951. That's his quota and if the salesman working with the dealer shows a gain say of 10% in the first month, you agree to reward both salesman and dealer. Supposing you set up a series of monthly prizes and also a grand prize or award to be won by the dealer and salesman achieving the best percentage gains. Make it a convention trip or an extra vacation with all expenses paid. Even a new television set is appropriate. Be sure to inform the wives of dealers and salesmen. Make the prize attractive to the female sex, and they'll see to it that their husbands get out and hustle.

It's about time that we gave the ice cream salesman a genuine incentive to build more bulk sales for us. Too often, the salesman upon whom the lifeline of your business depends is paid less money per week than one of your truck drivers. Make life worthwhile for your salesman with wage or incentive bonuses. Be sure, however, that he knows how to step behind the soda fountain to show the dealer and his clerks how to dip



BULK CANS are imprinted with code-date and flavor at the Syracuse, New York plant of General Ice Cream Corporation, with the aid of a device known as the "Rolacoder." The unit was developed by Adolph Gottscho, Inc.

and present mouth watering products. It is not sufficient that the dealer be told how to make a better soda or how to keep his fountain clean or how to put up merchandising displays. Your salesmen must tell him WHY he should do all these things. WHY should he make a better looking sundae—to please the consumer and create greater demand and store traffic. WHY should he use better sundae toppings, fresher fruits and nutmeats? Tell him *why* he will profit more and you'll earn his respect and cooperation. And don't stop with the dealer on this educational proposition. Carry your sales information to the fountain clerks. Build up their inherent pride in creating a better soda, sundae or milkshake. Give them incentives also, perhaps a pair of tickets each week to a sport event or theatre for the clerk doing the best job in selling the most special sodas or sundaes in each store. You'll be surprised how they'll recommend your ice cream instead of a cup of coffee or a coke.

Dealers will complain perhaps that they cannot compete with a Woolworth or a Kresge soda fountain on prices. You have an answer. Tell the dealer to romance and individualize his sundaes. If the chain store is selling a banana split for 25c then suggest that your dealer sell a "Chiquita Banana Delight." Change the shape of the dish, use two large instead of three tiny dips, slice the banana round instead of lengthwise, use red and green cherries, have a fresh banana display at the fountain and permeate the store with the aroma of bananas. Tell him to charge 30c for them and he'll make a better than average profit.

Nobody can pass by a window display of luscious strawberry or peach sundaes. A window full of ice cream and colorful fruit will be a magnet to draw off

**CONSISTENT**

**FOOTE & JENKS**  
**JACKSON, MICHIGAN**

the street hundreds of extra impulse purchases of sodas and sundaes. Isn't that what your dealer wants and needs? One ice cream manufacturer that I know actually contracts to give his dealers a new and fresh window display each month. As a result the bulk sales in every store with such displays have jumped remarkably. The agreement is simply that the ice cream company will provide professional window display men to dress the windows monthly in return for the dealers contract that ice cream displays remain 365 days each year in the window.

### Sampling Encouraged

Sampling of your new flavors by the store owner, the clerks and the public is sure-fire sales getting. Every time you have a new special, provide enough for sampling and, of course, sufficient wooden spoons so that the dealer is not put to extra cost and labor. You would be amazed to discover how many sandwich eating customers at a luncheonette would decide on ice cream for dessert if only someone offered them a sample and suggested your product. As a concrete example, in 1950 one large ice cream manufacturer in a winter month put on a drive on a featured flavor ice cream. Waitresses suggested, "Would you like to try a delicious new flavor for dessert?" Sales in this one city jumped to over 30,000 gallons of this special flavor in that one month. In 1951 the company again featured the same flavor for a month. This time, no word of

mouth promotion was given by the waitresses in the restaurants. Result was less than one-half of the gallonage on this featured flavor of the month. Did the public lose its taste for the featured flavor? That is hardly likely. The reason obviously was lack of promotion and suggestion at the point-of-sale.

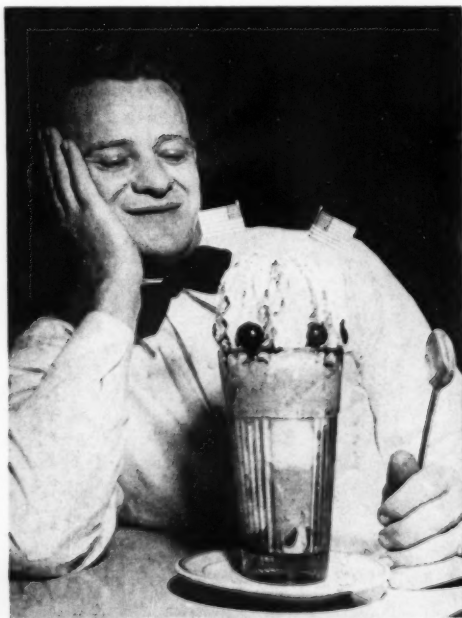
Do not depend only on your salesmen or truck driver to instruct the dealer and his clerks. Your men are human and prone to forget that their livelihood depends upon your selling more ice cream. Fortify these men with plenty of printed promotional material. Don't restrict them to point-of-sale displays but also get up a house organ chock full of ideas on how the dealer can make more money by selling your ice cream in bulk as well as package. A house organ is quite inexpensive if it can hold the dealer to your company and help him sell more of your ice cream. Why not try it; it is indeed quite simple.

The dealer can establish individuality at his soda fountain that will make him the talk of the community. Every man, woman and child will be attracted to the store that creates unusual ice cream dishes. A distinctive menu such as used by Weile's of Washington, D. C. is indeed a sound investment. Folks will travel for miles to try one of his creations such as "The Washington Monument" the "Washtub" or the "Merry-go-Round." This is showmanship at the fountain which is not out of the reach of anyone of your bulk customers.

### Other Magnets

Patriotism and community interests also are magnets in the ice cream store. Suggest to your dealer that he offer a free "Patriot's Sundae" to anyone producing a certificate that he donated a pint of blood to the Red Cross that week. That is creating good will and a loyal following that cannot be matched, for example, by a chain store.

Thus far I've said little about hand-dipped ice cream to take out. It is true that labor costs and losses have influenced most dealers to promote the factory-filled package in preference to hand-dipped bulk. The known economics, profit and faster turnover at the fountain make the factory-filled package a wise choice by dealer and manufacturer alike. However, a real job can be done on ice cream cones, the most neglected item in the hard ice cream store. The mere fact that soft ice cream and custard have built phenomenal sales in the




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WASHINGTON MONUMENT is the name of the unique ice cream creation being regarded by a patron of Weile's Ice Cream Parlor, Washington, D. C. Essential ingredients include ten scoops of ice cream and two bananas. That's selling bulk ice cream in a big way!

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# GET ALL 3

with Johnston coating...

*Real chocolate flavor makes it  
young America's top taste treat*



*Only true, rich chocolate gives  
you uniformity like this*

*High yield assures greater net return  
...extra profits*



And there's hard-hitting sales helps to help you sell — help you profit. Ask your Johnston representative for short cut suggestions to higher sales. Make a test with Johnston — you'll notice the difference right from the first satisfying bite, and so will your customers.

**ROBERT A. JOHNSTON COMPANY**  
MILWAUKEE 1, WISCONSIN



cone is evidence enough that our dealers and the manufacturers have wrongly permitted cone sales to suffer.

The ice cream cone is the introduction of your product to the child—the loyal customer for years to come. I would rather sell the ice cream cone at a loss than permit the child to drift away from the soda fountain, spending his nickels and dimes on candy, gum or bottle drinks.

However, you can get the public back to bulk and the ice cream cone. Try for one month displaying signs prominently in windows and stores urging the double dip cone for ten cents. Both the dealer and you are in for a pleasant surprise when you note the youngsters as well as adults ready to trade a dime for an eye-appealing double dip of ice cream. It also might be a good idea to offer a bargain book of ice cream cone tickets to parents to give as presents for children.

#### Follow Through Counts

As in your golf swing, it's the follow through that counts. You as a sales executive can set up the most ambitious program for increasing bulk sales, yet it will be doomed to failure unless you follow it through with your salesmen, dealers, and clerks.

I feel that it would be an excellent investment to train a few women in the fundamentals of fountain



HOWARD B. GRANT, Publisher of ICE CREAM FIELD, delivered the address on which the accompanying article is based at the recent annual convention of the Quality Ched Dairy Products Association.

operation. Permit these women (at your own expense) to work with the dealer clerks for a few days in each of your stores. Let them show by example and a friendly spirit of helpfulness how to present an attractive ice cream product. By example, also, they could keep the fountain clean, and remove non-related items that are cluttering up the counter and stealing the spotlight from ice cream. Your dealers and their clerks will thank you rather than resent this help in guiding them to real profits on bulk ice cream.

Space does not permit discussion of all the ideas available to you such as showmanship and merchandising or even the staging of an ice cream week with tie-in sales of other items such as ice cream and cake and pie a-la-mode. Fundamentally it is our job to show the dealer that there is profit in bulk ice cream and to help him make your product attractive to the public.

**AROUND-THE-CLOCK OUTDOOR ADVERTISING**  
by  
*Mulholland-Harper*

**OF QUALITY**

Directing customers to your product at the point of sale . . . the advertising best suited to budgetary requirements. Made of steel and aluminum . . . with Dulux baked enamel finish.

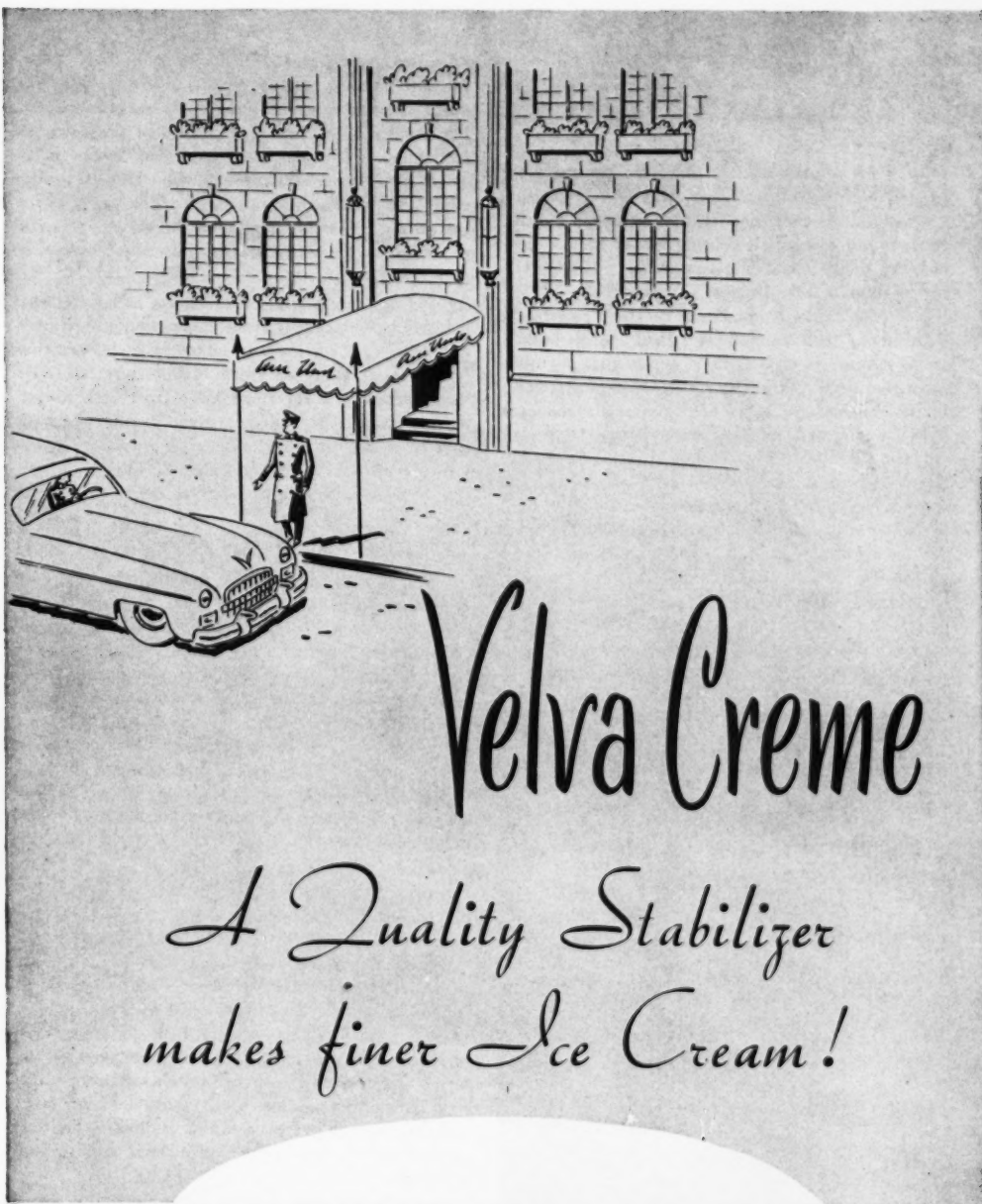
Materials and designs to your specifications. Metal shortages are serious, but M-H Signs will continue to be produced at a rate as fast as materials supply will permit.

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SINCE 1909



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WAREHOUSE STOCKS, PHILADELPHIA, PA.—SAN FRANCISCO, CAL.—PORTLAND, ORE

## We Need ACTION!

from page 26

trade it for a lunch counter business. But the aggregate effect of the numerous duplications of this condition is undoubtedly being felt by the ice cream manufacturer and certainly it is being felt by the ice cream industry, which appears to be fighting a losing battle for its share of the consumer's dollar.

If the ice cream manufacturer generally regards this trend at the soda fountain as a threat to his business or his business profits, it would appear that aggressive action should be taken to offer something constructive to the fountain owner to help him retain the usual soda fountain business.

During the ice cream season many ice cream manufacturers feature special pints with flavors made from fruits available at that particular time. They could probably also accomplish something for themselves and for the dealer by encouraging him to offer special sundaes or ice cream made from currently available fruits and perhaps at reduced prices once or twice a week.

I don't want to get into the subject of pricing of ice cream in any particular detail, because it is quite in-

volved and varies greatly in different locations. However, in discussions among our men, who are in constant touch with the ice cream industry, it has been pointed out that much could be accomplished by the ice cream manufacturer if he narrowed the dealers' spread on ice cream in packages, in connection with which the dealers offer very little service, and widened it on bulk ice cream, which involves some effort on the dealers' part to service the ultimate customer. Basically this premise appears sound.

Just what is the position of the ice cream industry going to be with respect to this diminution in their bulk business? Our men report innumerable instances in which the individual ice cream manufacturer expresses disappointment at the trend away from bulk toward packages, and here and there some individual efforts have been made to halt this trend by paying ice cream salesmen an extra bonus for selling bulk ice cream, etc. But it appears to be an industry problem.

### Reduced Volume

The Ice Cream Industry is confronted by a greatly reduced volume of ice cream from the peak several years ago. Some readjustment after the unusual conditions prevailing during the war period might reasonably be expected. But the decline in consumption of ice cream continues. In years past the ultimate consumer's appreciation of ice cream, and its consequent growth as an industry, was based upon the sale of bulk ice cream. Are we going to expect to increase the per capita sale of ice cream to the coming generations on the kind of ice cream that is being offered at the lowest prices today?


Taking food products out of bulk and putting them into package form is not an unusual experience. It has been done with most food products over a period of years. But I cannot bring to mind any food product that has handled this transition as it is being handled by the ice cream industry. It is not at all uncommon to see ice cream offered at eighty cents to ninety cents a quart and one dollar a half-gallon in the same store, which must be confusing, if nothing else, to the consumer. Then pints are offered anywhere from twenty-eight cents or twenty-nine cents to thirty-five cents each, and the prices of two pints in this range show quite a contrast with the usual price of a quart of hand packed ice cream.

Some downgrading has to be necessary, whether through greater overrun or less expensive ingredients to justify the very wide spread in prices of the same brand of ice cream packed in different units. And again, we not only confuse the customer, but in some instances probably influence him to buy at a price something less than the best product that the industry can make. Under these conditions how can the industry expect to build solidly and grow consistently?

*How does your  
chocolate ice cream  
rate in your town?*

You will  
have the  
finest with  
chocolate flavors and cocoas  
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ICE CREAM STORES**  
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GRC are the outstanding leaders in planning, designing, developing and equipping complete ice cream stores, drug store and restaurant luncheonettes and various other types of fountain operations. You can assure yourself the ultimate in low operating costs, fast service and rapid turn-over by letting us help you develop your plans. Drop us a line.

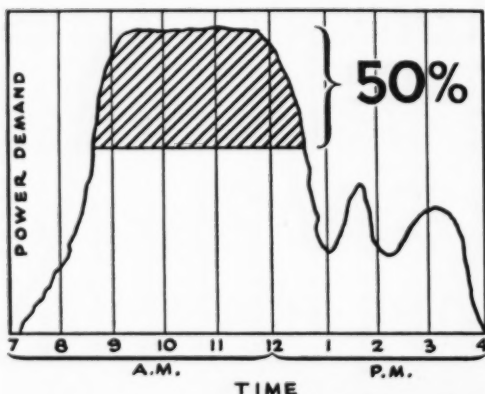
**427 ALABAMA ST., GRAND RAPIDS, MICH.**



# CUT your DEMAND LOAD

## It Can Be Done

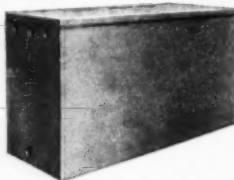
from page 32



by using

# DOLE

## Ice-Cels



The heavy portion of your refrigeration load involved in cooling raw and homogenized milk and ice cream mix occurs between the hours of 9:00 a.m. and 12:30 p.m.—the very time when power rates are at their maximum. You can reduce your power costs by as much as 50% by using chilled sweet water furnished by DOLE Ice-Cels.

Because DOLE Ice-Cels are latent heat units, they can be charged at night when power rates are low to provide refrigeration the following day when rates are high. Very often your present compressor can do the job thus saving the cost of additional machines. Many modern dairies and creameries are using DOLE Ice-Cels to their distinct advantage. We'll be glad to name some in your territory or have a DOLE representative call and give you complete information and prices.

DOLE DOLECO says: Ice Cream manufacturers benefit by DOLE equipment in hardening and storing ice cream and in refrigerated delivery.



**DOLE REFRIGERATING CO.**  
5928 N. PULASKI RD., CHICAGO 30, ILL.  
103 Park Ave., New York 17

In Canada: Dole Refrigerating Products, Limited,  
44 Elgin Street, Brantford, Ontario.

effort to increase the per capita consumption of ice cream at the retail outlet. We have yet to meet a retail merchant who (after hearing step by step the thrilling possibilities involved in better merchandising) would say, "I'm not interested in my soda fountain."

At this point, may we re-emphasize our stand on the sale of package ice cream in super markets and other outlets in addition to the drug store. We are for it 100 per cent! More outlets mean greater consumption of ice cream! There should be ice cream in every deep freeze home unit! However, let us not make the grievous error of being willing to substitute packaged ice cream sales for bulk ice cream sales—they are two completely different forms of consumer habit. One should support the other, **NOT REPLACE THE OTHER**. The super market as an outlet and the deep freeze unit is the home represent *new* and *welcomed* consumer contact.

### The Bulk Market

Soda fountains and fountain-luncheonettes number approximately 200,000 strong from coast to coast. This business is not small business; to the contrary, it is a billion dollar volume revolving around the all important "bulk ice cream" consumer group. These millions of people are those who want to eat bulk ice cream during the working day, after theatres, when out for an auto ride, when window shopping in the evening, etc.

Many people consume packaged ice cream while reviewing television at home! Good! But we continue to see millions of people on the street, day and night; millions of cars are still on the streets and highways in spite of Milton Berle; millions still enjoy a soda or sundae after the show. And, how about the 40,000,000 people who eat at least one meal a day away from home? We repeat: packaged ice cream sales for the home and bulk sales for consumption on the retail premises *do not conflict*. They *supplement each other*!

It would be close to impossible to improve the product "ice cream," but there are worlds to conquer in "bulk ice cream merchandising." If the industry does nothing realistic about it, then we deserve nothing better than our present ice cream production and consumption level. The 1946-1947 billion gallon goal (remember?) was not a mythical pipe dream but it did call for cooperative effort that was not forthcoming. We believe this goal is very much within the realm of possibility, but the "possibility" is up to us—"the ice cream industry as a whole." Our 1952 slogan might well be: "Educate the retailer in the profitable art of bulk ice cream merchandising." **IT CAN BE DONE!**

## What's corn doing "deep in the heart of Texas"?

Research discovered that drilling for oil could be expedited by the use of a binding agent made of a product of corn. This firmed up the side walls . . . also aided in the early flow of sludge. "Black gold" speeded by yellow corn! This is but one of the numerous examples of how continuous basic research in corn helps American industry . . . helps you.

### Corn products in ice cream and ices

Highest quality regular corn syrup, high conversion corn syrup and dextrose are recommended ingredients for various ice cream, ice and sherbet formulas. New techniques involving the use of corn products are being developed as part of a continuing research program at Corn Products Refining Company.

If you have a production problem why not check with Corn Products? A complete line of corn products for every purpose is available. Technical service is yours . . . no obligation, of course.

### CORN PRODUCTS REFINING COMPANY

17 Battery Place, New York 4, N. Y.

Manufacturers of

PURITOSE	CERELOSE	GLOBE
brand corn syrup	brand dextrose	brand corn syrup



## Chicago Plants

from page 62

cific jobs. For example, there appears to be a trend away from using standard conveyors for feed lines from the production room to the hardening room. Because of the variety of novelties produced and packages used, feed conveyors often are designed by the superintendent in this plant.

Finding and correcting weaknesses in production equipment and methods require a great deal of time. It is a constant job, and one that is carried on throughout the year. Some faults can be remedied easily and quickly, while others require much time and effort.

In the Chicago plant under consideration, minor faults are taken care of immediately, no matter what the season is. On major maintenance work, however, temporary measures are employed until the Fall, if at all possible. This not only permits uninterrupted production during the peak season, but also allows more time to work out the details of a major job, and the methods by which it will be performed. All major plant changes, and the installation of new equipment, are handled in the Fall and Winter, unless special circumstances make this impractical.

Summarizing the policies of this plant, it might be

said that preparation for the coming peak season requires a careful analysis of plant operation during the preceding summer. Although Winter is the time for correcting weaknesses, Summer is the time for observing them, and for planning methods of overcoming them.

### Another Plant Cites "Big Question"

One more Chicago ice cream plant was covered in this ICE CREAM FIELD study. This concern produces approximately 2,000,000 gallons annually.

In determining what new equipment is needed, the question of whether present equipment will wear out during the coming peak season is usually of secondary importance.

The "big question" is "Could we speed production, reduce labor costs, or uncover new sales possibilities with new equipment?"

This firm believes that to keep pace with its competitors, it must first keep pace with new industry trends. Often it has proven profitable to dispose of equipment that still had many years of usefulness left in order to replace it with new equipment that did the same job faster and with less labor, or with equipment that produced a new and popular novelty item.

When it comes to choosing appropriate equipment to meet the individual needs of the plant, this ice cream manufacturer asks himself certain key questions:

1. Will the equipment be versatile enough to take care of changing needs? For example, in pasteurizing equipment, will it pasteurize heavier mix than we are now using, heavy novelty mixes, etc.?
2. Will the equipment effect any substantial savings in time, labor, floor space, etc.?
3. Will the equipment open up a new field for sales?
4. How does the equipment tie in with existing refrigeration or boiler capacity?
5. Will the equipment increase the capacity or improve the operation of other equipment in the plant?
6. How much cleaning and maintenance does the equipment need, and are there any special operating problems involved?


In short, most new equipment is bought to improve plant operations, or to increase sales, and selection of equipment should be based upon how well the various types meet these requirements, according to this Chicago manufacturer.

Maintenance and sanitation of equipment are handled on a continuous, day-to-day basis. Two maintenance men are employed in this plant, in addition to the engineer. Anything that needs attention is attended to at once, whether in the Winter months or during the peak season.

An adequate supply of replacement parts for equipment is stocked at all times.

if you want *Quality* Chocolate Ice Cream

**THIS YEAR  
turn to  
VAN LEER**



Manufacturers of  
• quality coatings for ice cream bars  
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Chocolate Products in the Great Dutch Tradition

**VAN LEER CHOCOLATE CORP.**  
Jersey City 2, N. J. JO 5-8080

Samples? Certainly!

## Surrey Moves West

— from page 68 —

this area purchase, for example, a whole year's supply of strawberries at the time they come from the fields. At that time, this product usually is in greatest supply, and the lowest price prevails, while quality prospects are the best.

"A large number of items can be purchased on a contract basis which permits delivery and payment to be made as usage dictates. This method of ordering usually offers a firm price on a quantity basis with protection of some kind in case of price increase or decrease."

Another ice cream manufacturer commented:

"I think in the past, most of us in the operation of ice cream plants have run short of cartons, and various other supplies. It is costly and, in many instances, down-right embarrassing to run out of any particular carton which the consumer is looking for during the busy season. Of course, should you run out during that time and be unable to supply the demand, you are vulnerable to your competition.

"It is my suggestion that the entire sales record be reviewed for the past year. Know what the sales were, and consider any anticipation of an increase in sales volume. With the paper situation such as it is today, we try arranging the ordering of cartons and supplies on a three months advance basis. In other words, know the definite needs and upon the receipt of one shipment, place the order in advance for the following shipment."

Another ice cream man observed:

"Ice cream cartoning supplies are a big item for most manufacturers. Previous production records are helpful in ordering supplies for standard items. Care should be exercised in ordering supplies for a new item that is being placed on the market for the first time. It is much more economical to order supplies for a new item two or three times at a slightly higher cost than to be caught with a carload of waste paper resulting from a sales failure."

The following analysis also was forthcoming:

"We find it desirable to have our carton supply come at off season for about half our needs for the year. Then when deliveries slow up during the rush, we have ample time to get new stock and do not tie up capital that can be working.

"Nuts and fruits are procured when they are in season. Frozen eggs, yolk or whole eggs are usually cheaper in the Spring when the egg production is the greatest.

"We keep at least three months' supply of chocolate and stabilizer on hand at all times.

"Sugar and non-fat milk solids we buy as we need

them since our source of supply is very good. It is possible they might have to be purchased ahead and in considerable quantities. When we feel it might be advantageous to have a supply ahead, we buy in our slack season about as we would when our production is at its highest, stock piling what we don't use."

Still another manufacturer stated:

"We order our supplies on the basis of our anticipated sales over a certain length of time. For instance, we may order supplies by taking the figures of our sales for the same month of the past year. We always like to take advantage of quantity discounts and freight savings, but try to be careful not to overstock and have our funds tied up in inventories for a long period of time."

### Planning Formulas

A variety of suggestions was offered by the production authorities with regard to product planning. Some of these follow:

"There should be a program for each month which offers a taste-tempting dish for each of us whether we like chocolate or pistachio. Such things as holidays and festivities should be considered and planned for, and at least one new and different item should be forcefully merchandised each year. Don't forget to promote cool sounding flavors like lemon and fruit in

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REFRIGERATED BODIES by

# Amerio



**Foremost in Design, Construction, Service  
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**Economical, Too!**

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*"Serving The Better Buyers"*

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DAY ICE EQUIPMENT

REFRIGERATED EQUIPMENT



## KOLD-HOLD refrigeration prevents that "day-old flavor"

There's a very noticeable difference in foodstuffs that are really fresh and those that have been sitting around too long. Ice Cream shouldn't get this "Day-Old" flavor . . . but it will, if it's subjected to the elements on store-to-store deliveries or during refrigeration equipment breakdowns. That's why it's so important to use dependable Kold-Hold Refrigeration plates both in your plant and on your trucks. For plant needs, Kold-Hold Serpentine Plates provide constant, even temperatures that keep flavor and texture right. They have proved their dependability many times at temperatures far in excess of standard commercial requirements. Their nearly 100% Prime Surface reduces compressor needs. Their unusually light weight lowers installation and maintenance costs.



Why take chances when it costs so little to be safe? Always specify Kold-Hold Refrigeration Plates.

Write for the new Kold-Hold Catalog.

## KOLD-HOLD

protects every step of the way

### KOLD-HOLD MANUFACTURING CO.

470 E. Hazel St.,

Lansing 4, Michigan

warm weather and warm sounding flavors like caramel and chocolate in the cooler periods."

"When possible it is desirable to plan the ice cream list for an entire year. Such planning enables the manufacturer to buy fruits and berries at the lowest possible cost and also to tie in various flavors with local and national events such as the cherry ice cream promotion in February.

"Sales records of previous flavors handled are a good guide for planning the yearly flavor list. Local acceptance of each flavor must be considered. As is well known, popular items in one locality will not always sell well in another.

"It is well to review the formulas used the previous year, checking the particular kinds of ice cream that were well accepted by the public, and definitely those that were not. It is well to plan for a flavor schedule wherein, in addition to the regular flavors, you would plan a special for each week. Putting a new product on the market regularly, at weekly intervals, boosts sales. I also think that you should not wear out any special flavors. Manufacture just what the demand will absorb in a week or ten days and then give them another new item. If necessary, come back at a later date, or adopt a method of rotation of various flavors."

### Sequence Of Operations

The ice cream plant managers were asked to explain the sequence of the specific steps undertaken in their plants to prepare for the busy season. One superintendent described his firm's method, as follows:

"The sales department of our organization submits to the plant manager a list in approximate amounts of certain flavors desired for a certain period of time which usually is one month.

"The plant manager sees to it that the necessary ingredients are on hand for the time of manufacture; he also informs the ice cream maker when to start manufacturing and the amounts.

"After this product has gone on the market the sales department will notify the plant manager of the sales and the additional amounts that may be needed.

"It is the plant manager's duty to see that the products are frozen.

"It is the sales department's duty to see that the product is put on the market and that there is not an excess in the sharp room at the end of the promotion period.

"It is the sales department's duty to see that the product is properly advertised."

Another concern adheres to the following sequence:

"Long range planning, of course, is the problem of management, as is the matter of the budget. In both cases, however, management must be guided by his three forces of sales, manufacture, and engineering.

"The selections of flavors, specials, and new promotions should be made during the slack periods of the

Fall, so that a good program for the following year can be completely mapped out. Such questions as the following must be answered:

1. What new ideas do we wish to promote?
2. What flavors are most economically available?
3. Which flavors in last year's program shall we repeat again?
4. Which especially desirable flavors or ideas shall we use to stimulate lagging business in the months of adverse weather?
5. Is our flavor program complete enough each month so that it offers something for each individual who likes ice cream?
6. Is our flavor program good enough to entice duplication by competition?
7. Is our program one that will pay us a reasonable return?

"During the slack months, every effort should be made to hold together the nucleus of a good crew. Where the labor unions permit, this can be done by using desirable production help, not needed to maintain the Winter business, on such jobs as machinery overhaul or repair, painting, and renovation. It is especially desirable that each operator repair the machinery which he himself operates—of course under the close supervision of a qualified engineer or mechanic. New installations may also be made by these same men. If the production rooms are not painted each year, they should at least be thoroughly washed overall, during the winter. This is also the time to check wear and tear on each piece of equipment so that it can be in good mechanical and sanitary condition for the summer rush. All new installations should also go in during the Winter so the people involved in its operation can work out an efficient system of its operation when time is not all important.

"Besides the promotional and flavor program which the management must work out with its sales force and the production department, it must also utilize its sales heads to work out an advertising and selling program. This must be done during the slack period because all salesmen should be free to help as much as possible during the rush periods. This last becomes more imperative each year as we lose more and more of the personal touch in retail selling as our volume goes more and more into the big super markets. This program must run smoothly, or money spent on advertising will be wasted.

"One other item which is a must involves such customers as may be delinquent in their payments. It is not unusual for most of us to be too lenient during the rush of summer business. Many of our customers get behind in their payments during the summer, dragging behind just far enough to avoid action by the creditor. Then during the winter months, the volume drops to the point where he cannot hope to pay these

## Every Drop Advertises Your Ice Cream



Van-Sal is a sales tool . . . a SELLING vanilla. You get flavor-perfection AND sales-protection. Every drop of Van-Sal is power-packed with extra vanilla richness, extra appeal. And every drop saves you money. It costs less, goes farther, sells more. If you are not using this nationally popular vanilla, start now . . . for a banner '52.

## Every Drop Saves Money

WRITE FOR COST COMPARISON CHART

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Sally H. Mahoney, Pres.  
221 E. CULLERTON RD., CHICAGO 16, ILL.

PACKED WITH FLAVOR

UNIFORM IN STRENGTH

TOPS IN QUALITY

PLEASES EVERYBODY

MAKES FRIENDS

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past due bills. These should be aired during the winter months so that some plan of payment can be entered into in order that this account can attain a current paying basis as rapidly as his business allows him to do so."

### Steps To Greater Efficiency

It was agreed that during these days of keen competition and high costs, the general manager, the production manager, and the engineer of an ice cream plant must pay close attention to operational efficiency. Some of the specific comments on this aspect of the ice cream business are significant.

One Oregon manufacturer expressed his belief that you should "work from a plan." He added, "Know your costs—this means having good records kept up to date. It is amazing how good production records help you to prevent a loss, and how easy it is to get the co-operation of your employees when you can show them the facts.

"Another thing—insist on cleanliness, and don't rest until you get it. And don't forget to sell your own employees on your product."

Several questions must be asked by the production superintendent when he strives for greater efficiency, according to another manufacturer. These questions are:

1. Is proper equipment available to do the job?
2. Is the equipment properly assembled and operated?
3. Are the necessary ingredients and supplies available for each operation when needed?
4. Are all personnel properly trained?
5. Do all operations start on time and proceed with no lag until the work period is ended?
6. Are maximum production runs made for each operation?

The final comment in this West Coast survey came from still another ice cream manufacturer. He said that, in regard to efficiency, we should look back to our weak spots, make constructive criticism, and "take steps to correct our operations by following this criticism."

He concluded: "In building greater efficiency, you build progress, and progress is vital to us all."

To which nothing need be added except to list the production authorities who participated in this study. They are B. W. Hillway, Froskist Ice Cream Company; Jack Glynn, Tillamook County Creamery Association; Ralph W. Waggoner, Klamath Falls Creamery; Gordon Coleman, Medo-Land Creamery Company; N. A. Peters, Dairy Cooperative Association; and R. W. Van Auker, Goos Bay Mutual Creamery Company.

**NOW** *Jiffy Jr. insulated bags*

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Gleaming white — attractive — adequately padded with insulation to protect ice cream from melting up to one hour — and PRICED SO LOW — that at just a fraction of a cent you can insulate a pint package of ice cream.

Merchandise your packaged ice cream with JIFFY JR. INSULATED BAGS. Display them at point of purchase — where buying decisions are made.

Stimulate impulse sales by giving the consumer a "premium" with every purchase of ice cream. Encourage planned sales by offering a free bag to the economy minded shopper.



**The low, low price of Jiffy Jr. insulated bags will amaze you!**

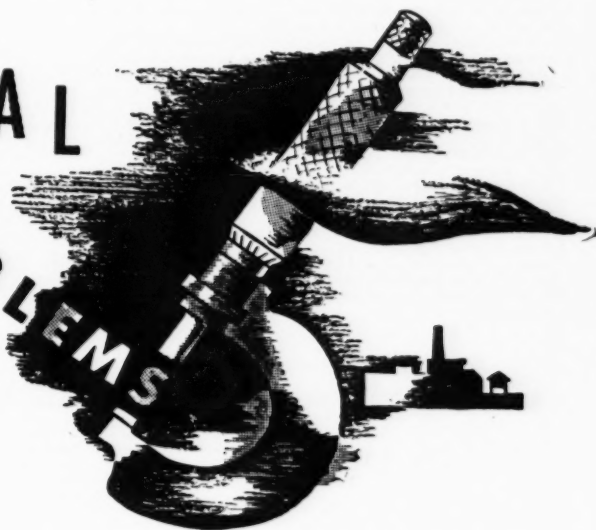
Write for samples and price list.

**Jiffy**

INSULATED CONTAINER DIVISION

**MANUFACTURING COMPANY**

# TECHNICAL PROBLEMS



By DR. C. D. DAHLE

Technical Editor, Ice Cream Field

## *Sucaryl Diabetic Formula?*

I believe that sometime ago you developed a formula for the manufacture of diabetic ice cream using sucaryl and low lactose milk solids.

I wonder if you would be so kind as to mail us a copy of the formula. We would appreciate this greatly as we wish to experiment with the manufacture of an ice cream suitable for diabetics.

### *Answer*

It is true that we developed a formula for diabetic ice cream sometime ago, in which we used sucaryl. This formula calls for the following:

14%	Fat
9%	Solids-not-fat
15%	Sorbitol
0.11%	Sucaryl
	Stabilizer (as needed)

It would, of course, be desirable if the serum solids could come from low lactose milk powder, but low lactose milk powder is not always available. It can be made in the plant, however.

The amount of sucaryl listed as 0.11% seems to be the maximum that can be used without a trace of bitterness in the flavor.

## *French-style Product?*

On a recent visit to New York City, I was very much taken up with the so-called French type of ice cream.

Would you or could you be kind enough to give a formula along the lines of this type of ice cream?

### *Answer*

The so-called French ice cream that you probably had in New York was an ice cream of fairly high fat content. Most of the French ice cream contains the equivalent of about 1½ pounds of dried egg yolk in the product and is also fairly high in butterfat.

The law calls for only ten percent butterfat in the French ice cream but in many instances, the fat content is sixteen percent or more. Also, a fairly low overrun often is desired in this particular product.

Since you do not state what materials you have on hand for making the ice cream, I would suggest that you use all fresh materials and that you have a composition of about the following: 16% butterfat, 10% solids-not-fat, 16% sugar, the equivalent of 1½ pounds of dried egg yolk, and stabilizer as needed. The amount of stabilizer probably would not need to be more than seventy-five percent of what is used normally in an ordinary ice cream mix.

If you have further questions regarding this type of ice cream, please feel free to call on me.

## *Oxidized Strawberry?*

We are getting a complaint from one of our accounts on oxidized strawberry ice cream. Part of their beater is exposed. This exposed part is bronze copper. Could this possibly be the cause of the oxidized ice cream?

### *Answer*

The oxidized flavor in strawberry ice cream at one time was a very common defect, but in the past few years has not been quite as common as formerly. This is mainly due to the fact that most of our milk is now processed in stainless

steel equipment. There are times, however, when cream may become oxidized before it is used in ice cream and the oxidized flavor may occur. Strawberry flavor, naturally, is one of the first to be affected by this defect.

If you have only the one complaint, then there is a bare possibility that the copper in the agitator or dasher may be somewhat responsible. I have seen cases in old style freezers that contained bronze scrapers where even small particles of bronze became scraped off during the freezing and left a small deposit of very fine particles of bronze in the freezer. This, however, was in old freezers which, in most cases, are not in existence today.

If this mix is susceptible to oxidation and there is just a small trace of copper which comes from the dasher present, then there might be enough to accelerate the oxidative reaction.

One way to overcome this would be for the freezer operator to use more strawberry flavoring. If only ten percent strawberries are used, there will be more danger of having the oxidized flavor than when twenty or twenty-five percent strawberries are used. The additional strawberries tend to mask the oxidized flavor.

### Soft Ice Cream Formula?

We need your valuable opinion as to a formula for soft ice cream (30% overrun, 10.25 to 10.5% fat). Please state amount of stabilizer, also a good vanilla that will not fade out. Is pure vanilla powder alone advisable?

### Answer

Inasmuch as you require a 10% minimum fat soft ice cream in your state, I am suggesting at this time that your formula

Address your technical questions to Dr. C. D. Dahle, % Ice Cream Field, 19 W. 44 St., New York 18, N. Y.



consist of 10.5% fat, 12% serum solids, 14% sugar, and then whatever stabilizer you have been using in your regular ice cream. The amount of stabilizer would be just slightly more than you have been using because your normal fat ice cream is about 10.5%, I assume.

I believe I also will suggest for your vanilla flavor that you use a vanilla which has been reinforced with vanillin. Either powder or liquid may be used, but not one which has been reinforced with coumarin.



Try this special blended formula in your marbled ice cream. Whip or pump the sauces easily and economically.

Packaged in 5 gallon steel pails. Requests for working samples and prices given prompt attention.

MANUFACTURED BY **BOYER BROS. ALTOONA, PA.**  
INCORPORATED

## ATLAS "Col Snac" VENDOR

FOR ICE CREAM  
BARS-ON-STICKS  
OR ICE CREAM  
SANDWICHES



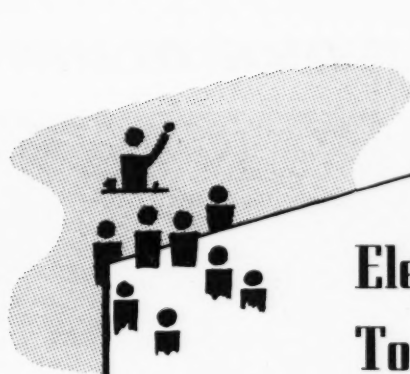
The ONLY Merchandiser With ALL the Practical Features That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
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- Extra Big Capacity!
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- Fast, Easy Loading!
- Right Temperature Always!
- Light Where It's Needed!
- **PLUS**— $\frac{1}{4}$  hp G.E. Compressor equipped with service valves for on-the-spot service — easily accessible mechanism — stainless steel contamination proof liners and working parts — many other exclusive features.

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DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!



## Elections, Space Lottery To Mark DISA Meeting

**T**HE thirty-third annual meeting of Dairy Industries Supply Association will be held March 6 and 7 at the Hotel Congress in Chicago. Representatives of more than 400 of the nation's dairy supply and equipment firms will discuss plans for the Dairy Industries Exposition to be held in September in Chicago.

They will also fill six expiring directorships and hear a speaker of top-flight importance, according to E. B. Lehrack of the Creamery Package Manufacturing Company, Chairman of DISA's Meeting Committee. Officers, also, will be elected.

Highlight of the March 7 sessions will be the staging of the traditional biennial Show space locations lottery, in which all companies displaying at the Exposition will draw slips from an "Incorruptible Bowl" indicating their exhibit locations; in this manner, a DISA spokesman explained, no company can ever be discriminated against in the assigning of space.

Fourteen men of the dairy supply and equipment field have been named by a DISA Nominating Committee as candidates for the six soon-to-be-vacated posts on the Board of Directors. Other nominations may be made by members when they assemble for the election. All DISA policy is set and governed by an eighteen-man Board of Directors, six members of which are elected each year for three-year terms. Here is the roster of candidates:

*At-Large* (three to be elected for three-year terms): T. A. Burress, Heil Company; P. K. Gorton, Gorton Manufacturing Company; M. E. Lower, Sealright Co., Inc.; C. B. Shogren, Klenzade Products, Inc.; H. L. Solie, General Dairy Equipment Company; W. S. Watts, Eskimo Pie Corporation; and C. A. Wood, Cherry-Burrell Corporation.

*Commodity* (one to be elected in each category for a three-year term): *Chemicals & Refrigerants*—C. E. Glasser, Diversy Corporation; and A. T. E. Newkirk, Solvay Sales Division, Allied Chemical & Dye Corporation; *Point-of-Sale Material*—L. N. Lucas, Bastian-Blessing Company; and D. H. Carter, Nash-Kelvinator Corporation; *Containers*—R. B. Wilhelm, Owens-Illinois Glass Company; C. T. Davis,

Solar-Sturges Manufacturing Company; and Craig Stoddard, Milk Bottle Crate Company.

Meanwhile, a DISA survey showed that roughly one out of six member companies has been in a single family's hands for more than a generation.

### Rowe Heads New England Group

**A**RTHUR W. ROWE, General Ice Cream Corporation, New Haven, Connecticut, was elected President of the New England Association of Ice Cream Manufacturers during the group's two-day convention which ended January 17 at the Copley Plaza in Boston, Massachusetts.

Other 1952 officers include Arthur Weigold, Torrington Creamery, Torrington, Connecticut, Vice President; Malcolm D. MacLeod, Worcester, Massachusetts, Secretary; and Roscoe H. Goddard, Worcester, Treasurer.

Hundreds of ice cream manufacturers, supply men and their guests heard outstanding talks by George Hennerich,

1952 OFFICERS of the New England Association of Ice Cream Manufacturers are (left to right): Malcolm D. MacLeod, Secretary; Arthur G. Weigold, Vice President; Arthur W. Rowe, President; and Roscoe H. Goddard, Treasurer.



# THE CAMERA AT WORK DURING



1st ROW: Ernie Sonderman of Lily-Tulip and Dawees Showell of Mulholland-Harper; Ward Whyte and W. L. Weber of General Ice Cream with M. Davis of Joe Lowe; Mort Perry of Pickwick Ice Cream, George Rogers of Kelvinator, Don Barbiero of Naugatuck Dairy and Milton Ainbinder of Alpha Aromatics; Mr. and Mrs. George Beers of Robbins and Burke.

2nd ROW: Leo Overland of U. S. Ice Cream Supplies Corporation, Ken Rolph of K. E. Rolph Company, Alfred Almonte of General Ice Cream, Dr. D. H. Nelson of University of Massachusetts and Stan Overland of U. S. Ice Cream Supplies Corporation; Dick Mirabelle of Howdy Doody; Dave Wilkes of Globe Extracts and Robert Wise

of National Ice Cream; T. J. Torjusen and Paul Thurston of Foote and Jenks.

3rd ROW: Ed Ranson, Henry F. Mitchell and Eugene Morgan of Blue Seal Extracts; Jack Mordan of Borden, Middletown; Joseph Hellauer of Pure Carbonic and Charles Kevenny of Chas. Kevenny Co.; George F. Braley, Jr., Braley's Creamery; John E. Leyon, Owens-Illinois, and Larry Penswick, Keickhefer Container.

4th ROW: Hoke Alderman of Sutherland Paper, Talbot Allen and Fred Shea of Clinton Foods Inc.; Harold Weeks, John C. O'Brien and Francis S. Murphy of Hendrie's Ice Cream; John H. Hall of Big Dipper, Stanley W. Hall of S. Gumpert Company and Benjamin W. Wescott of Big Dipper.

5th ROW: Clarence King of H. P. Hood,

Harry Stetzer of Nestles and Bob Seeley and George L. Broderick of Robert A. Johnston; John Harfst of C. J. Van Houten, Frank Ross of H. P. Hood with Dick Olson, John Nolan and Paul Angell of Newly Weds Baking; Bill Coumans of Lily-Tulip, Donald M. Hager and John Hager of Hager's I. C. 6th ROW: Bob Bloomer of Bloomer Bros., Mrs. Vernon Hovey, Jr., Mr. and Mrs. W. C. Chapin of Vanilla Laboratories, William Tower of Bloomer Bros., and Sumner Bates of Nestles; Merwin Rubin of Snow White Ice Cream, Harry W. Schneider, Puretest Ice Cream, Charles Nirenberg of Snow White and Morris Nirenberg of Golden Meadow; Keith Van Buskirk of National Pectin and Joe Johnston of Borden Company, Troy, New York.

# THE NEW ENGLAND MEETINGS



1st ROW: Harold Hoffman of Extrac Company, George Dooley of Eastern Paper and Box, with Ray Legg and Elwood Hoxie of Weber Showcase and Fixture; Harris Shepard of General Ice Cream, Burlington, Edward L. Schrauth of Borden's and Fred Ramsey of General Ice Cream; Sam Price of Frosted Fruit Products and Arthur Rowe of General Ice Cream.

2nd ROW: Paul Mooney of Drumstick, Harold Smith of Borden's, John Swisher of Savage Arms, and Crosby Goshgarian of U-Like-Cone; Mike Downey of Waggaman-Downey, Charles Stickney of Deering Ice Cream and George Sanderson of Haines-Cebrook; Frank Whelan of Whelan Ice Cream, Sam Nygood of Leroy Foods and Fred R. Stevens of National Creamery.

3rd ROW: George W. Gethro of Pilgrim Dairy, Alan T. Burr and W. Rand Campbell of American Paper Goods; Mr. and Mrs. Bob Moreau of Derby and Moreau with Tote Sebastian of Robbins and Burke; H. F. Ryder of H. P. Hood, Dick Kloforn of Blanke-Bear, Jim Robinson, and Sam Price of Frosted Fruit Products.

4th ROW: George Weigold of Torrington Creamery, Leslie Beebe of Beebe's Dairy and Bob Limpert of Limpert Brothers; Harry Ziskend of Bastian-Blessing, Seymour Ziskend, Howard Bushway of Bushway Ice Cream and Karl Sayles of General Ice Cream; E. F. Parker of Vendo Company, James McNavins of Marathon Corporation and Bill Rabin of Empire Biscuits.

5th ROW: Dr. D. H. Nelson of University of Massachusetts; Henry T. Flaherty of B.

Young and Company and Frank P. Creerson of Eze-Orange Company; Henry Lynch of H. A. Johnson Company; Jose Azevedo of Alpha Aromatics and Herb Wolff of S. J. Wolff and Company; Al Borden of Dairy Kream; John DiPetrillo of Progress Ice Cream and Malcolm MacLeod, Secretary of the New England Association of Ice Cream Manufacturers.

6th ROW: Ben Kaplan of H. J. Dowd and Hoke Alderman of Sutherland Paper; Ed Friemuth of Friemuth Dairies, Bill Butler of Limpert and Harry Kane; Harold P. Pratt, Jr. of David Michael, G. P. Jenkins of Frigidaire and George Roskam of David Michael and Company; Pete Coyle of National Folding Box and V. F. Hovey, Jr., of General Ice Cream.

Ice Cream Merchandising Institute, Washington, D. C.; Albert C. Fisher, General Ice Cream Corporation, Schenectady, New York; George A. Michael, Department of Public Health, Commonwealth of Massachusetts; Walter Dixon, Marathon Corporation, Menasha, Wisconsin; Samuel Silverman, Massachusetts State Pharmaceutical Association, Boston; Percy R. Ziegler, Cherry-Burrell Corporation, Boston; and Dr. David Guy Powers, Shea-Powers Associates, New York City.

On the topic, "Mobilizing Our Merchandising Forces," Mr. Hennerich urged ice cream manufacturers to "keep the camera of selling firm on the three legs of production, distribution and consumption, so that the picture of our sales is clear, sharp and profitable. Only by doing so," he said, "can our merchandising forces be mobilized to advantage."

Mr. Fisher discussed the "Effect Of Ceiling Prices On Dairy Products." He analyzed various O.P.S. regulations and offered practical interpretations.

"The Equipment And Supply Outlook For 1952" was Mr. Ziegler's topic. He stated that "we feel fairly confident that we can care for the requirements of the trade for machinery up to July 1, 1952, but what happens after that is problematical and depends very largely on world conditions, over which, of course, we have no control and of which we have little knowledge."

## Associations Protest Sugar Quota

Protest against his recent action limiting the 1952 supply of sugar for United States consumers to 7,700,000 tons was filed January 8 with the Secretary of Agriculture by the International Association of Ice Cream Manufacturers and fourteen organizations representing major sugar-using industries. In their protest, the industries characterized the Department's action as a "completely unjustified curtailment of sugar supply so that a chosen few might obtain higher profits at the expense not only of industrial users of sugar but of all household users of sugar as well."

In arriving at the supply of sugar to be permitted for 1952 the Secretary first determined that actual use of sugar during 1952 would probably be 8,100,000 tons, and then reduced that estimate of requirements by 400,000 tons with the official statement that such reduction "is made as a price stimulus."

As basis for holding the 7,700,000 ton supply set for 1952 to be inadequate, the group statement called attention to the fact that 7,851,000 tons of sugar had been distributed during the twelve months ending October 31, 1951, that in addition more than 150,000 tons were used out of stocks on hand, and that for 1952 a minimum of 100,000 tons would be required for increased population even though no provision was made for higher purchasing power.

Organizations presenting the protest to the Secretary of Agriculture included the International Association of Ice Cream Manufacturers, American Bakers Association, American Bottlers of Carbonated Beverages, Associated Retail Bakers of America, Associated Retail Confectioners of the United States Inc., Association of Cocoa and Chocolate Manufacturers of the United States, Flavoring Extract

Manufacturers Association of the United States, National Association of Chewing Gum Manufacturers, National Association of Frozen Food Packers, National Bakers Supply House Association, National Cannery Association, National Confectioners' Association of the U.S. Inc., National Fruit and Syrup Manufacturers Association, National Manufacturers of Soda Water Flavors, and National Preservers Association, Inc.

## 300 Attend Ohio Conference

The new home of the Department of Dairy Technology, Ohio State University, is pictured below. The complete activities of the Department are now housed in the Agriculture Laboratories Building. The building contains office space for the faculty, a modern plant equipped with the latest equipment, and ample and well furnished laboratories for research. The building contains one of the finest auditoriums on the campus, seating 200 people.



More than 300 persons had an opportunity to inspect the new quarters for the Department at the nineteenth Annual Dairy Technology Conference, held February 5 to 8. Most of the meetings were held in the auditorium. The banquet was held Thursday evening, February 7 in the new Ohio Union building. The Cleveland, Central Ohio and Cincinnati Dairy Technology Societies held their February meetings as part of the banquet.

## Supply Men's Course Held

The Penn State Ice Cream Short Course for Supply Men took place at State College, Pennsylvania, December 10 through 15, with twenty-eight dairy supply and equipment salesmen in attendance. The men completed courses on the following subjects: composition and ingredients of ice cream, calculations of mixes, bacteria in ice cream, the uses of stabilizers and emulsifiers, flavoring of ice cream, defects and processing of the mix, freezing of mix, manufacturing of ices and sherbets, chocolate syrup, and various other related subjects.

## Florida Body To Meet In May

The 1952 meeting and convention of the Florida Dairy Industry Association will be held at the Hotel Casablanca in Miami Beach from May 21 to 23. Announcement to this effect was made by E. T. Lay, Executive Director and Secretary of the association.

## Washington Institute Scheduled

Four days with national experts in the milk and dairy products field are in store for dairymen attending the twenty-first annual State College of Washington Institute of Dairying at Pullman, Washington, March 10 to 13. The latest information on refrigerated farm tanks, circulation cleaning of pipe lines, new processing control devices, low fat frozen foods, new wrinkles in refrigeration, and numerous other developments in the milk, ice cream, cheese, and butter industries will be on tap for dairy executives, operators, fieldmen, salesmen, sanitarians and others.

The usual dairy products clinics conducted by the official judges and the judging contests with prizes will again be on the program. For further information address: Dr. H. A. Bendixen, Department of Dairy Science, State College of Washington, Pullman, Washington.

## Philadelphians Honor Stewart

The Philadelphia Dairy Mixers convened January 7 in Philadelphia. The Entertainment Committee reported that the arrangements were well underway for a Spring Outing.

Before the meeting, some of the Dairy Mixers went to the American Red Cross and donated blood. Other members were requested by President Snyder to donate blood before

the next meeting so that at least thirty-five percent of the membership will have donated blood.

Elected to membership were Clare Peters, Dixie Cup Company; George Broderick, Robert A. Johnston Company; James Carey, Bloomer Brothers; John Miller, Chester-Jensen Company; H. S. Morrison, Braddock Frosted Foods; William Poettinger, Horner Sales; and Neil Thomas, Federal Container Company.

A gift was presented to Paul Stewart, the retiring President, by President Snyder as a token of appreciation to him from the Dairy Mixers.

## International Congress Planned

Announcement has recently been made of the forthcoming Thirteenth International Dairy Congress to be held at The Hague in The Netherlands from June 22 to 26, 1953. The Congress is held under the direction of the International Dairy Federation. The Netherlands National Committee, with the approval of The Netherlands Government, will organize the 1953 Dairy Congress. Dr. J. Linthorst Homan will act as Chairman of the Committee on Management and G. H. Hibma as General Secretary of the Congress.

Anyone who desires to become a member of the Congress or present a paper (maximum 2000 words) for the program should write directly to the General Secretary of the International Dairy Congress, G. H. Hibma, The Hague, Netherlands.

# \***RIPPLE** **is RIGHT!**

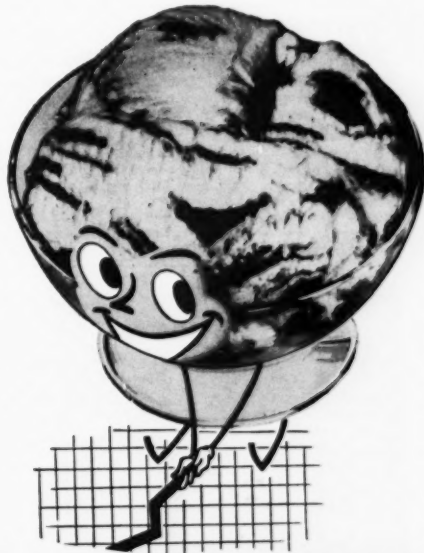
### FOR PULLING UP YOUR ICE CREAM SALES CURVE!

Yes, the industry's surest way to build ice cream sales is to feature monthly specials in Ripple Ice Creams—made from Balch's Ready-To-Use Ripple Sauces. Hundreds of plants throughout the country are alternating Fudge Ripple, the year-round favorite, with 10 other fast-selling flavors: Butterscotch, Strawberry, Black-Raspberry,\* Cherry, Orange-Pineapple, Peach, Caramel, Pineapple, Marshmallow, and Double Ripple (combines any two).

**SIMPLE TO USE—Three Ways:** 1—For flavoring ice cream. 2—For Tart Toppings—Sundae cups and pies. 3—For Ripple ice creams. Write for details; on any production help.

\*"Ripple" and "Wave" trademarks registered

ICE CREAM FIELD, February 1952



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CANADA: R. J. Campbell Co., No. 2 Dennison Road, Weston, (Toronto)



**MERCHANDISING PANEL** during recent convention of Ontario Association of Ice Cream Manufacturers consisted of (above, left to right) W. E. Bailey, Donland's Dairy, Toronto; E. W. Hendershot, Borden Company, Toronto; Howard B. Grant, Publisher of ICE CREAM FIELD; Gordon Base, Wm. Neilson, Ltd., Toronto; and E. L. Mendoza, Silverwood Dairies, Toronto.

## Abell Heads Carolina Society

Charles Campbell, Colonial Stores, Inc., was the guest speaker at the January 15 meeting of the North Carolina Dairy Technology Society. The meeting was held at North Carolina State College, Raleigh. Mr. Campbell's topic was "The Dairy Products Dealer."

New officers of the society are Gordon Abell, Guilford Dairy, President; Tom Cheek, Long Meadow Farms, Vice President; Paul R. Jordan, North Carolina Department of Agriculture, Treasurer; and Professor W. M. Roberts, North Carolina State College, Secretary.

## Dairy Council Meeting Held

Factors influencing the sale and consumption of dairy foods in America were accentuated in addresses and panel discussions by nationally-known speakers at the annual meeting of the National Dairy Council, held January 29 and 30 in the Hotel Syracuse, Syracuse, New York.

The meeting was preceded by an all-day Winter Conference of Dairy Council personnel and their industry directors.

## New Yorkers Install Officers

New officers of the Ice Cream Supply Men's Club of Metropolitan New York were installed at a dinner party on January 8 at the Beekman Towers, New York City. About 100 persons attended.

Those installed were Morris Fuchs, Morris Fuchs and Company, President; Alex M. Brown, Cherry-Burrell Corporation, First Vice President; John B. Goldhamer, Frigidaire Sales Corporation, Second Vice President; Ben Libowitz, American Breddo Corporation, Treasurer; William Rabin, Empire Biscuit Division, Executive Secretary; and Walter W. Gunther, C. J. Van Houten and Zoon, Recording Secretary.

Brief talks by Messrs. Fuchs and Ira Parnes, retiring President, were featured. Mr. Parnes is metropolitan supervisor of sales for Refined Syrups and Sugars, Inc. A traveling bag was awarded to Mr. Parnes in recognition of his service to the association.

**NEW YORK** Supply Men's Club held its annual installation of officers party last month. Pictured there by the ICE CREAM FIELD man were (left to right):

**1ST ROW:** Mr. and Mrs. Joseph Kindman and Mr. and Mrs. Bernard Kindman of Fulton Engineering; Mr. and Mrs. Pat Amerio of Amerio Refrigerating and Equipment Company with Mr. and Mrs. Bud Ryan of Dole Refrigerating; Ben Newmark of Dairy Specialty Supplies and Sol-

ly Elman of Algin Corporation of America; Mr. and Mrs. Ben Libowitz of American Breddo Corporation with Mr. and Mrs. Walter Gunther of C. J. Van Houten and Zoon.

**2ND ROW:** Mr. and Mrs. William Rabin of Empire Biscuits with Mr. and Mrs. Harry Pollard of Ice Cream Novelties; Mr. and Mrs. Morrie Yohai of S. & S. Cone Corporation with Mr. and Mrs. Eugene Teal of Hooton Chocolate Company; Ira

Parnes of Refined Syrups and Sugars, Mrs. Sam Price, Mrs. Ben Newmark, and Sam Price of Frosted Fruit Products.

**3RD ROW:** Mr. and Mrs. Milton Ainbinder of Alpha Aromatics; Mr. and Mrs. John Goldhamer of Frigidaire; Mr. and Mrs. Thomas MyGlynn of Continental Can and Bob Ferran of Lily-Tulip Corporation; Mr. and Mrs. Paul Adams of Givaudan Flavors with Mr. and Mrs. Solly Elman of Algin Corporation of America.



## Isaly Heads Ohio Association

New President of the Ohio Dairy Products Association is S. C. Sherwood, Fairmont Foods, Columbus. He was elected at a meeting prior to the association's annual convention, held from January 21 to 23 at the Hotel Deshler-Wallick, Columbus.

William Isaly, Isaly Dairy, Columbus, is the new President of the Ohio Ice Cream Manufacturers Association.

Highlights of the convention were the annual banquet on Tuesday evening, January 22, and an Ice Cream Breakfast on Wednesday morning, January 23. Robert C. North, Executive Assistant of the International Association of Ice Cream Manufacturers, was Master of Ceremonies at the Breakfast. Speakers at this event included Dr. Richard C. Reager of Rutgers University and Dr. Earl L. Butz of Purdue University.

## ADA to Convene In Chicago

Delegates representing dairy farmers the nation over will convene in Chicago's Morrison Hotel from March 17 to 19 for the thirteenth annual meeting of the American Dairy Association to blueprint new advertising, merchandising and research plans for the year ahead.

Meanwhile, with the entire ice cream industry uniting on a feature flavor, the third annual cherry vanilla ice cream campaign is swinging salesward in the month of February, according to Owen M. Richards, General Manager of the American Dairy Association.

Cooperating organizations in the coast-to-coast advertising and merchandising drive are: the American Dairy Association, the International Association of Ice Cream Manufacturers, the Ice Cream Merchandising Institute, the National Cherry Institute and the National Fig Institute.

## Perry On "Efficient Cleaning"

John Perry, National Dairy Products Corporation sanitation specialist, was the guest speaker at the January 9 meeting of the Dairy Technology Society of Maryland and the District of Columbia. The meeting was held at the Hotel Continental, Washington. Mr. Perry discussed methods of effecting more efficient cleaning of dairy plant equipment. His talk was illustrated with movies and slides.

## Springer Makes Debut

The introduction of Curtis Springer, who soon will become the Alabama Dairy Products Association's first full-time Secretary, to members of the association was a high spot of the group's annual convention, held January 17 to 19 at the Hotel Battle House in Mobile.

Mr. Springer presently is a law student at the University of Alabama and handles the association's affairs on a part-time basis. Upon his graduation, he will assume full-time duties.

## Indiana Group Elects Scharf

Irvin C. Scharf, Purity Maid Products Company, New Albany, Indiana, was elected 1952 President of the Indiana Dairy Products Association during the group's recent convention. The convention was held from January 14 to 16 at French Lick, Indiana.

Mr. Scharf has been active in the association since it was formed thirty-five years ago. He has served on the Board of Directors for several years.

New ice cream officers in Indiana are Vernon Huffman, Johnson Creamery Company, Bloomington, and H. G. Russell, Borden's Pure Milk and Ice Cream Company, Terre Haute.

At the annual business meeting of the Indiana Dairy Boosters Association, Jack Conaton, Cherry-Burrell Corporation, Indianapolis, was elected President. W. A. Robinson, Eskimo Pie Corporation, Indianapolis is Vice President, and Russell Oberlies, Bessire and Company, Indianapolis, was re-elected Secretary.

Attendance at the dairy association's thirty-fourth annual convention was far better than any previous French Lick conclave.



Since it was first discovered in 1870, Old Faithful Geyser in Yellowstone National Park has been "spouting off" regularly every 65 minutes. Each eruption throws 10,000 gallons of hot water 120 to 170 ft. in the air and lasts four minutes. Because its timing is "always correct," Old Faithful is famous throughout the world.

A.C. mineral salts are famous too — with leading dairies throughout America... and for the same reason. They're "always correct", safe, dependable and perfectly balanced. The constant quality of A.C. means constant uniformity for your product.

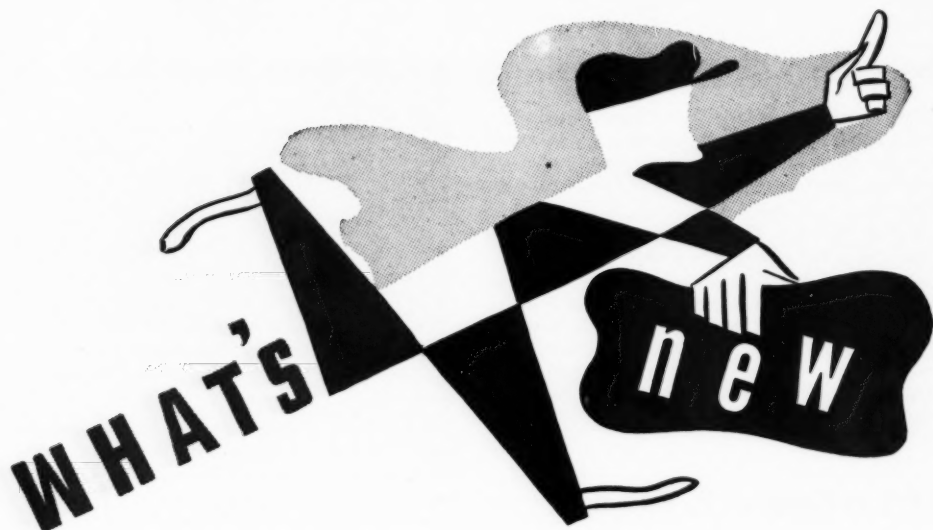
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people

#### JOHNSTON FIRM APPOINTS SHAFFER

The appointment of A. L. Shaffer as a divisional sales manager for the Robert A. Johnston Company has been announced by W. G. Manschot, general sales manager of the firm's Chocolate and Cocoa Division.

Mr. Shaffer's territory will comprise portions of Indiana, Michigan, Ohio, Pennsylvania and New York, according to Mr. Manschot. Mr. Shaffer succeeds J. A. Kyle who resigned November 1.

The new sales manager has been with the Robert A. Johnston Company for eleven years.

#### SCHAEFER APPOINTS RAY



C. A. RAY

A. H. Rose, Vice President in Charge of Sales for Schaefer, Inc., Minneapolis, has announced the appointment of Carroll A. Ray as Sales Promotion Manager. He will be responsible for the promotion of Pak-A-Way home freezers, Schaefer ice cream and Clear-view frozen food cabinets.

Mr. Ray comes to Schaefer from Erwin-Wasey and Company, and has also served as an account executive with other Minneapolis advertising agencies. He was Director of Advertising for the Maico Company, Inc., in 1946-47 and was a Glider Pilot and a Public Relations Officer with the Air Force during World War II.

Mr. Ray's experience in commercial equipment merchandising and appliance retailing is expected to help accelerate Schaefer's expanded program of merchandising aids to ice cream manufacturers, frozen food merchandisers and retail appliance dealers.

#### WILLIAM BLOMMER IS DEAD

William Charles Blommer, seventy-three, Vice President in Charge of Manufacturing of Ambrosia Chocolate Company, Milwaukee, Wisconsin, died January 8.

Mr. Blommer was born into the candy and ice cream industry for his father was a candy and ice cream maker and his early experiences were gained working with his father and brothers. He was President of Blommer Ice Cream Company before its consolidation with several other firms into Wisconsin Creameries, Inc., which now is a part of the National Dairy Products organization.

For forty-nine years "WCB" or "Bill," as he was popularly known, was the active and guiding force in the manufacturing departments of Ambrosia Chocolate Company. In nearly a half century of chocolate-making he had learned by doing and made a permanent and practical contribution to the establishment of the high quality standard for which Ambrosia products are recognized.

Surviving are his wife, Marie Traudt Blommer; three sons, Henry and A. J., Milwaukee, and Bernard, Wilmette, Illinois; nine grandchildren; two brothers, Al of Los Angeles, California, and George of Milwaukee; and four sisters, Mrs. Catherine Stehling and Mrs. Marie Bornstein, both of Milwaukee; Mrs. Wally Wittman, Appleton, Wisconsin, and Mrs. Tess Komarek, Minneapolis, Minnesota.

#### LEWIS IS MOHAWK VP

E. B. Lewis, Jr. has joined the recently-organized Mohawk Cabinet Company as Vice President. Mr. Lewis formerly was Executive Vice President of the Borden Company's Pioneer Division, New York City. He has been connected with the ice cream industry for many years.

Mohawk will start production this month on a glass front cabinet containing "many new and exclusive features," according to President T. E. Hoyer. The factory is at 721 State Street, Utica, New York.

## WOODS IS CORN PRODUCTS DIRECTOR

The Board of Directors of Corn Products Refining Company announced last month the election of J. Albert Woods as a Director. Mr. Woods is President and a Director of the Commercial Solvents Corporation. Other directorships include Chemical Bank and Trust Company, Wilson & Toomer Fertilizer Company, Southern States Bag Company, and Thermoatomic Carbon Company.

## ALPHA AROMATICS APPOINTS MARKS



EDMUND MARKS

Alpha Aromatics, Inc., Brooklyn, New York, has announced the appointment of Edmund Marks, Passaic, New Jersey, as sales representative for the state of New Jersey beginning February, 1952.

Mr. Marks was graduated with a Bachelor of Science degree in Dairy Manufactures with particular emphasis on the manufacture, distribution

and quality control of ice cream, butter and cheese.

He has been associated with Arden Sunfreze Creameries, a division of Creameries of America, Inc. As foreman of the ice cream department at a Colorado branch, Mr. Marks gained experience in the manufacture of ice cream and ice cream novelties, as well as a thorough knowledge of the problems and procedures inherent in receiving and testing milk and cream for the manufacture of dairy products. Prior to joining Alpha Aromatics, Mr. Marks was a member of the sales staff of Arden Sunfreze where he became familiar with methods and techniques involved in distribution and merchandising dairy products.

## HINES-PARK APPOINTS TWO

The addition of Charles E. Dykes to the Board of Directors of Hines-Park Foods, Inc., Ithaca, New York, has been announced by Roy H. Park, President. The naming of Mr. Dykes, controller of the Grange League Federation Exchange, Inc., Ithaca, brings the current board total to thirteen.

The announcement came as the firm entered its third year of corporate activity of franchising food and dairy manufacturers currently producing more than 160 different food products under the Duncan Hines label.

Hines-Park also has appointed Dudley Stark, of Marshall, Texas, as Texas district manager. Mr. Stark will work with companies which have franchises under the Duncan Hines food program.

## McKINNEY JOINS GUNDLACH FIRM

William (Bill) McKinney, formerly on the sales staff of Beatrice Food Company, Chicago, has been appointed an account executive of G. P. Gundlach and Company, Cincinnati, merchandising and sales counsel for dairy and ice cream plants. Mr. McKinney will serve clientele in New York City and environs.

From 1934 to 1948, Mr. McKinney acted as plant manager at the Borden Company, New York City, Special Products and Fluid Milk Divisions. During World War II he served five years in the U. S. Navy with extended service and combat in the Pacific area. He is married and will reside in Westchester County, New York.

# FULTON

## THE PERFECT MOLD FOR STICK CONFECTIONS



**NO  
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TO PAY**

Single Molds Available in 3, 3 1/4, 3 1/2 and 4 oz.

Twin Molds available in 4 ounces

Junior Molds or Core Molds available in 2 oz.

\* Baskets, bumpers and handles made of polished stainless steel welded into rigid frames \* Cups made of heavy tinned copper, the fastest refrigeration transmitting material \* Pan drawn from one piece with 1/4 inch copper wire rolled into rim \* All corners rounded \* No seams to crack open \* Smooth interior finish.

### MOLD RACKS

The perfect rack to protect your molds... sturdy galvanized construction... rubber cushioned shelves... prevents scratches and damage to molds... hard rubber castor wheels... made in two sizes: 25 Mold Rack, floor space 20" x 45"—30 Mold Rack floor space 20" x 55".



### STICK HOLDERS

Speeds production... reduces costs... positive clamp arrangement... perfect stick alignment... easy to clean... simple in design... only 3 parts to assemble or disassemble... all stainless steel construction... available in single or twin models.

### DEFROSTING TANK

All Stainless Steel construction... float with top rollers to slide empty molds into conveyor lines... adjustable legs... insulated side pads to protect operator from heat... floor space 25" x 12".



A complete factory maintenance and repair service is available on all types of Ice Cream Equipment, including the repairing and retinning of old molds of any make. Spare parts carried in stock for all equipment we sell.

## FULTON ENGINEERING CO.

37-25 Vernon Blvd. • Long Island City 1, N. Y.

Transides 6-7678

Established 1927

## SALES POSITION TO SIMONS



JAMES N. SIMONS

will make his headquarters in Buffalo, New York. He will cover the state of New York, exclusive of New York City, and parts of Pennsylvania, including Erie, as sales representative for Continental's line of paper cups and containers.

Continental Can Company's Paper Container Division recently appointed James N. Simons as its sales representative in New York State, according to John E. Lampman, manager of the Division's mid-Atlantic district.

Mr. Simons, who attended Colorado University and served with the U. S. Marine Corps during World War II,

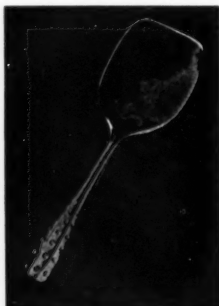
## GLENN MARLATT RESIGNS

Glenn Marlatt has resigned as plant manager of the Brooklyn, New York plant of Foremost Dairies, Inc. No reason was made public. The resignation was tendered on January 11.

Walter Justin, Jr., company executive who administers several Foremost plants from the Jacksonville, Florida general offices, has assumed the management of the Brooklyn branch, and will continue in that capacity until a successor to Mr. Marlatt is named.

## PUT THEM IN THE HOME FOR DOUBLE PROFITS!

These scoops and spades . . . specially constructed and priced for take-home promotion . . . increase your sales two ways. First, the initial tie-in promotion is a proved gallonage mover. Second, there's nothing like a scoop or a spade in the home to make the consumer eat more ice cream.



Easy to use, sturdy, highly polished aluminum.

EXTRA-STURDY MODELS FOR FOUNTAIN USE, TOO!

**SCOOP-RITE COMPANY**  
806 Wilde St. Detroit 9, Michigan

## R. C. SMITH DIES

Rhea Gordon Smith, President of Seeley and Company, Nyack, New York, died January 15. He was sixty-four years old. The Seeley concern manufactures flavoring extracts. Funeral services were held January 17.

## ROBERT MCGINNIS RESIGNS

Robert W. McGinnis, an officer of the Nebraska Ice Cream Manufacturers Association for more than forty years, has resigned in order to have more time to care for his ailing wife.

He has been succeeded temporarily as Secretary-Treasurer of the association by Carl P. Wittrock, President of the Wittrock Dairy and Ice Cream Company, Falls City, Nebraska.

## NATIONAL DAIRY ELECTS SHAFFER



C. H. SHAFFER

Clyde H. Shaffer, President of the Breyer Ice Cream Company of Philadelphia and the Hydrox Ice Cream Company of New York, has been elected to the Board of Directors of National Dairy Products Corporation.

Mr. Shaffer succeeds F. J. Bahl, President of the Matthews-Frechling Dairy Company of Cincinnati, who is retiring from the board to devote his full time to new responsibilities as chairman of the Cincinnati group of National Dairy companies. Mr. Shaffer, who joined the Breyer Ice Cream Company as a timekeeper in 1925 and became President in 1942, is also a director of the International Association of Ice Cream Manufacturers.

Mr. Shaffer has been in the ice cream business all of his life, having started as a boy doing odd jobs for the Hoffman Ice Cream Company in Phillipsburg, Pennsylvania. After graduation from Pennsylvania State College and joining the Breyer Ice Cream Company, he was successively timekeeper, office manager, plant manager and Vice President and Treasurer before becoming President. In addition to his present duties as President of Breyer and Hydrox, he is also President of the Castle Ice Cream Company of Garfield, New Jersey, and the Marvadel Ice Cream Company of Salisbury, Maryland.

During the war, Mr. Shaffer was a member of the Philadelphia Regional War Labor Board and of the OPA Advisory Committee on Dairy Products. He is a former director and chairman of the finance committee of the Pennsylvania, New Jersey and Delaware Association of Ice Cream Manufacturers, and a former director and President of the Metropolitan Association of Ice Cream Manufacturers of New York.

## PITT EXECUTIVE IS MARRIED

William D. Pitt, Jr., Secretary of C. M. Pitt and Sons Company, Baltimore, was married to the former Cecilia Brooks on December 8. The couple is residing in Annapolis, Maryland. The Pitt concern manufactures fruits, nuts and flavors for the ice cream manufacturing trade.



**RICHARD J. LAPAT** has been appointed mid-west representative for John H. Mulholland (wooden spoons and sticks) and Mulholland-Harper (metal outdoor advertising signs) Companies. He succeeds his late father, Herman Lapat.

#### GEORGE B. SCHOONMAKER DIES

George B. Schoonmaker, Manager of the General Ice Cream Corporation plant at Danielson, Connecticut, died last month. Services were held January 23 at the Remington Funeral Parlor, Cranston, Rhode Island. Interment took place at Canajoharie, New York.

Mr. Schoonmaker had spent many years in the ice cream industry and had been associated with General for more than twenty-five years.

#### EXECUTIVE CHANGES AT SUTHERLAND



**REX PAXTON**

James T. Kirkpatrick, Sales Manager of the Paraffined Carton Sales Division of the Sutherland Paper Company for the last eight years has recently been named assistant to R. F. Neff, Sr., Vice President in Charge of Sales.

Rex Paxton, formerly Divisional Field Sales Manager has been selected as Manager of the Paraffined Carton Division.

Mr. Paxton has a merchandising and distribution background and many years' experience in the sales field.

In his capacity as Divisional Field Sales Manager, Mr. Paxton has worked with many regional ice cream and butter groups. He is a member of the Dairy Industry Supply Association Attendance Promotion Committee.

#### SUTHERLAND NAMES STOUTENBOROUGH



**R. STOUTENBOROUGH**

Sutherland Paper Company announces the appointment of Roy Stoutenborough to its field sales force.

With headquarters in Youngstown, Ohio, Mr. Stoutenborough's territory will consist of counties in eastern Ohio, western Pennsylvania and northern portion of West Virginia.

Mr. Stoutenborough has had many years experience in the paper industry and since joining the Sutherland sales force he has completed an intensive training program.

#### E. S. WHITE DIES

Edwin S. White, fifty-eight, President and co-founder of White Brothers Milk Company of Quincy, Massachusetts, died December 6 at his home, 95 Reservoir Road, Quincy.

In addition to his Presidency of White Brothers, Mr. White was Vice President and Director of the Eliot Creamery, Inc., of Milton, Massachusetts, manufacturers of Hendrie's ice cream; a member of the Board of Directors of the New England Milk Dealers Association; director in the New England Dairy and Food Council; director of the Quincy Chamber of Commerce; director of the Marshfield Agricultural Society and the Marshfield board of trade.

Mr. White leaves his widow, Mrs. Ruth M. White, a brother, Richard H. White, of Quincy, and six sisters. A nephew, Allan R. White, Jr., is Treasurer of the company.

#### HAWAIIAN HOLIDAY FOR LANGFIELD

Conrad E. Langfield, President of Northville Laboratories, Inc., recently vacationed in Honolulu and other locales in the Hawaiian Islands. Much of his time was devoted to deep sea fishing.

#### FRANK BOWE DIES

Frank Bowe, partner in the firm of Bowe Ice Cream Company, Marion, Ohio, died December 18. The Bowe concern has been a member of the National Association of Retail Ice Cream Manufacturers for several years.

**YOUR SALES WILL SPIRAL...WHEN YOU PUT A NEW**

**TWIST**

**INTO YOUR VARIEGATED ICE CREAM**

Now Flavoripe guarantees you a properly stabilized syrup that WILL NOT BLEED...TWIST — acclaimed by ice cream manufacturers for its rich, true flavors.

(TWIST butterscotch actually contains large quantities of high score sweet butter and heavy dairy-fresh cream; all fruit flavors are made with sun ripened, real luscious fruit! That's why TWIST is boosting variegated ice cream sales throughout the country.)

#### 5 DISTINCTIVE TWIST FLAVORS

• CHOCOLATE TWIST	Dozen \$21	• STRAWBERRY TWIST	Dozen \$31
• BUTTERSCOTCH TWIST	\$23	• PINEAPPLE TWIST	\$27
• RASPBERRY TWIST	\$32		

Note: All flavors are packed in 20 tins (sufficient to flavor 15 gallons of ice cream). Also available in 50# pails.

**WRITE TODAY FOR A TRIAL ORDER**

All shipments f.o.b. Pittsburgh. Up to \$1.00 cwt. freight allowance.

**THE FLAVORIPE CO., INC.**

44th and POST STREETS PGH 1, PA.

by colleges, universities and service schools. In addition to giving complete information on Schaefer products, it has a large section on the principles of refrigeration and includes a glossary of refrigeration terms.

Copies of the Service Manual are available to all interested parties on request.

#### GUNDLACH CAMPAIGN 5

A complete, integrated production and merchandising campaign for Butter Car-a-mel ice cream during March is planned for ice cream plants by G. P. Gundlach and Company, creators of dairy products and merchandising consultants to ice cream manufacturers.

Cartons with space for brand imprint will be featured. The cartons have caramel candy illustrations to give eye and sales interest at the point-of-purchase, and come in three sizes: square pint, round pint and oblong half-gallon.

Advertising and merchandising materials include: store dominations, posters, streamers, restaurant and table advertising, newspaper, radio ads and dealer helps.

#### NEW TRADEMARK



Continental Can Company's Paper Container Division recently announced adoption of a new trademark, featuring the name "Continental," for its complete line of paper cups and containers.

According to Continental spokesmen, the new brand name reflects the acceptance of paper containers produced by Continental Can Company and identified with Continental by the food and dairy industries.

Replacing the name "Mono," associ-

ated with the Mono Service Company which Continental acquired in 1944, the new trademark will appear on all nested paper cups, wax tubs and containers and cylindrical paper cans, as well as on letterheads, shipping cartons and trucks.

#### MIDDLE WEST UNITS 7

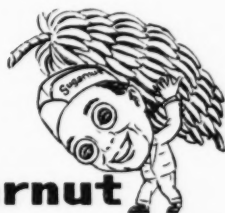
V. W. Besser, General Manager of Middle West Display and Sales Company, announces that his firm is now in production on a new "View Merchandiser Brite Lite." This superstructure has a white translucent plastic front, fluorescent lighting, and is forty inches long by twelve inches high. The unit will fit all six and eight-hole cabinets.

Another model, the "Brite Lite, Sr.," is forty inches long and twenty inches high, with other construction features similar to the smaller unit.

Additional information and literature are available on request.

#### FUDGE FOR CONSUMERS 8

Robert A. Johnston Company has recently introduced a consumer package of chocolate fudge, designed for sale



## Sugarnut banana puree plantation fresh

● We have to go back to the plantation to preserve for you all of the rich energizing carbohydrates, vitamins A and C, the soft, sweet, pleasantly aromatic flavor of genuine Sugarnut banana puree . . . *processed without synthetics.*

● You can be sure there'll be no loss from spoilage . . . Sugarnut Banana Puree is *packed in moisture-proof, air-tight No. 10 Tins.* Ready to use without muss or fuss at the plant. As usual, ice cream plant men like Sugarnut because they know their costs in advance.

✓ Name the Sugarnut Man pictured above! \$25 Defense Bond for the name chosen. Judges decide March 15. Too late to swell your income tax this year. All names remain Sugarnut's property.



**The STANDARD**  
FRUIT-PRODUCT COMPANY  
208 - 210 MAIN STREET CINCINNATI 2, OHIO

IF . . . you're not a user of OADCO illuminated displays you haven't experienced LCPI\* results.

THE OHIO ADVERTISING DISPLAY CO.

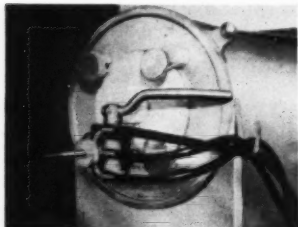
1116-124 WEST PEARL STREET  
CINCINNATI 2, OHIO

\*LOW COST PER IMPRESSION

References: Any concern who has ever used a point-of-sale sign of OADCO manufacture.

## New Products

### DISPENSING VALVE 1



Development of a new type dispensing valve for continuous ice cream freezing machines has been announced by the manufacturer, the Midland Company.

The Atkins Flavor Valve provides an interchangeable selection of four continuous flavors from a single ice cream machine, according to the manufacturer. A simple flavor selector switch enables the operator to change flavors instantly.

A large supply of the syrup is contained in pressure pans, located on or near the freezer itself. The syrup is fed to the valve through a plastic food hose by a small air compressor.

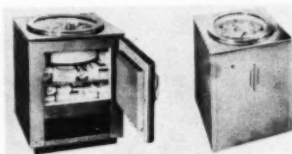
The Atkins valve injects a pencil-thick stream of pure syrup flavor into the center of a basic ice cream while drawing. Constructed of stainless steel and dairy metal, the Atkins Flavor Valve is engineered to fit most continuous freezers.

### SERV-A-BAR 2

Majestic Enterprises, Ltd., is now in production on a new dispenser, the

"Serv-A-Bar." This unit has been designed and engineered to increase sales on ice cream bars and frozen confections of all kinds.

It has an open top compartment of stainless steel which permits full visibility of the merchandise displayed and is accessible easily to both children and adults. Temperature in this compartment is maintained at below zero. It has a capacity of approximately 400 ice cream bars. It also has a storage compartment of the same capacity where temperatures of below zero are maintained.



It has a self-contained hermetically sealed heavy duty refrigeration unit, thermostatically controlled. It is finished in baked enamel gold hammer-tone and trimmed with stainless steel and colored edging. Dimensions are twenty-eight inches deep, twenty-eight and a half inches wide, and thirty-six inches high. Weight is approximately 350 pounds.

### CONE CAMPAIGN 3

"Have fun at home" is Safe-T Cone's new 1952 advertising theme. Featuring comic ads in local newspapers, radio and television spots, Safe-T will stress: "It's fun to make the world's largest ice cream cones at



home," according to the manufacturer, The Illinois Baking Corporation.

Chains and super markets will feature Rainbow assortments of cones and cups. Packed twelve to a box, the cones are especially designed to hold more ice cream safely. Made with a sugar, milk and honey recipe, Safe-T cones and cups have a sweet, crisp taste.

Besides local newspaper campaigns in colored comic sections, the cone firm is stressing cooperative advertising with super markets and chain groceries.

Campbell-Mithun is the newly appointed agency for Safe-T products.

### SCHAEFER MANUAL 4

The third edition of the Schaefer Refrigeration Service Manual is now available for distribution, according to word received from A. H. Rose, Vice President in Charge of Sales of Schaefer, Inc., manufacturer of ice cream cabinets, frozen food cabinets and farm and home freezers.

Illustrated with photographs and diagrams, this new Service Manual, which contains more than 100 pages, is used

## INFORMATION PLEASE

Your Firm Name \_\_\_\_\_

Address \_\_\_\_\_

Your Name \_\_\_\_\_

Your Title \_\_\_\_\_

To New Products Department,  
Ice Cream Field  
19 West 44 Street  
New York 18, N. Y.

I would like to know more about the  
following New Products mentioned in  
the February issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐

### ICE CREAM FIRMS BOOST PRICES

A general price increase, averaging eight cents per gallon, has been announced by numerous ice cream concerns across the country, and it is anticipated that still others will effect similar mark-ups in the near future.

In Philadelphia, Breyer Ice Cream Company and Supplee-Wills-Jones Company each has hiked prices two cents per quart. Philadelphia Dairy Products Company has raised its Aristocrat brand by 1½ cents per quart and its Dolly Madison brand by two cents. In Pittsburgh, Rieck-McJunkin Dairy Company has boosted prices by eight cents per gallon.

Other firms participating in the price increase trend include St. Louis Dairy Company, St. Louis (one cent per pint); Spreckels Russell Dairy Company, Golden State Company, Carnation Company, Arden Farms Company and Borden's Ice Cream Company, all of San Francisco.

In New York City, the Borden Company instituted an eight cents per gallon increase on its Borden, Reid and Horton lines. Another division, the Ricciardi Ice Cream Company, boosted prices ten cents per gallon for its French type ice cream.

National Dairy Products Corporation divisions in New York—Hydrox and Breyer's—were believed to have raised prices by eight cents per gallon late last month.

Generally speaking, the price increases have applied to bulk and packaged ice cream. Novelty and specialty items have not been subject to increases.

Higher costs for raw dairy products was cited as the principal reason for the price boosts. Under OPS regulations, processors of farm products affected by parity formulas, such as ice cream manufacturers, are permitted to pass on increases which have occurred in farm products since the original base period.

### NEW BORDEN DIVISION FORMED

Formation of a new division, to be known as the Borden Food Products Company, was announced recently by Theodore G. Montague, President of the Borden Company. The new unit was formed by merging the Grocery Products, Dry Milk and Export Divisions, formerly operating as compo-

nents of the Manufactured Products Division. The merger was prompted by the increased importance of the business of these highly diversified operations to the Borden Company, Mr. Montague said.

Willis H. Gurley, Borden Vice President, who has been in charge of the manufactured products operations, has been named President of the Borden Food Products Company. Vice Presidents of the new Borden Division are: Daniel M. Dent, formerly manufacturing department manager; George M. McCoy, formerly Export Division manager; Charles S. Strickler, formerly general sales manager; and Sam Thompson, general advertising and merchandising manager of the Grocery Products Division.

Embracing a wide variety of products, the Borden Food Products Company will include the oldest operations of the Borden Company, including Eagle Brand sweetened condensed milk, which is Borden's original product, dating back to 1857. Other principal products include evaporated milk, powdered milks, malted milks, instant soluble coffee, None Such mince meat, powdered fruit juices, ice cream mix and Hemo, a fortified food drink. Most recent product to go into national distribution is Starlac, a packaged skim milk powder.

### HEARINGS RESUME IN WASHINGTON

Federal hearings to establish uniform standards for ice cream and related products resumed in Washington, D. C., on January 9 after a recess since November 16.

Witnesses at recent sessions have included Dr. R. S. Rose, Atlas Powder Company; Dr. J. R. McCoy, Rutgers University; and Dr. J. C. Krantz, University of Maryland Medical School. Most of the testimony has centered around the use of surface-active agents. No predictions have been made as to how long the hearings are expected to continue.

### KEYSTONE WAGON MOVES OFFICES

Keystone Wagon Works, Inc., refrigerated truck body manufacturer, has announced removal of its plant and offices to Allegheny Avenue and C Street, Philadelphia 34, Pennsylvania. The phone number is GARfield 3-2357.

## YOU CAN \*GO AND \*GROW BIG!

with GUNDLACH "MONTHLY FEATURE PROMOTIONS"  
which have everything needed to increase sales

- ☐ campaign kits to dominate dealers stores.
- ☐ coordinated radio TV & newspaper programs.

- ☐ largest supply of point-of-purchase advertising in the industry exclusively for the dairy industry.

## G. P. \*GUNDLACH & CO.

"SERVANTS TO THE DAIRY INDUSTRY"

*Clip and Mail Coupon Today*

G. P. Gundlach & Co.  
Box "A", Cincinnati 3, Ohio

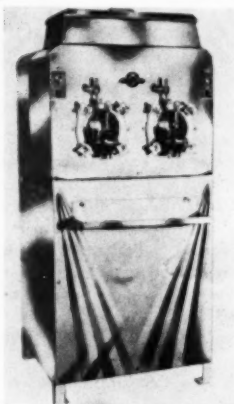
- ☐ Send complete details on
  - ☐ monthly promotion plan for \_\_\_\_\_ (month)
  - ☐ monthly promotion plan for \_\_\_\_\_ (year)
  - ☐ have Gundlach account executive call
- Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



Company. The unit has a die-stamped one-piece stainless steel top; three large sinks with stainless steel basket strainers; instantaneous soda and water cooler; die-stamped, stainless steel hermetically sealed drip-proof lids; and six-inch adjustable off-the-floor legs. A louvered panel on the operator's side provides access to a self-contained condensing unit on the pull-out slide base.

#### PORT MORRIS UNIT

10



at soda fountains and in ice cream stores for home consumption. The fudge is packed in polyethylene bags, each holding two ounces. It is said to be sufficient to serve two persons as an ice cream topping, and may also be used as a topping for small cakes in the home as well as a flavoring agent for milk. The bags come in attractive display cartons of two dozen each.

#### GRAND RAPIDS BOBTAIL

9



A new fifty-four-inch bobtail fountain, Model BF-54-SC, is being manufactured by the Grand Rapids Cabinet

The Port Morris Machine and Tool Works, manufacturer of the Electro Freeze soft ice cream machines, has announced the addition of a new model to the firm's line of freezers, the Model Double 5P. This new twin head unit incorporates two independently operating freezers and has a capacity of five gallons of soft ice cream, custard or sherbet per hour for each head.

Features of this Electro Freeze machine are a refrigerated hopper, the trigger action no drip head, and the new automatic valve.

#### NEW SWEDEN MODELS

11



Development of seven new models of fountain freezers has been announced by Sweden Freezer Manufacturing Company. Included is a new Frigid-mixer, M1-169A3, which is a self-contained, air-cooled, table model for making milk shakes and malts in the machine.

For large-volume milk shake production, the firm also offers the M1-190B1, a lighter horsepower version of the M1-190 Frigidmixer introduced last year. The 1-200 (center unit in above photo), is a heavy-duty, automatic continuous freezer. The 1-93A3 is a one-gallon, air-cooled, table model batch freezer that features plug-in operation and automatic controls. For making hard ice cream there is the 1-98, a five-gallon batch freezer. Another automatic continuous model is the 1-169A3, a self-contained, air-cooled freezer with simplified switch control. A five-gallon batch freezer with automatic controls is the 1-99, designed for light-duty, soft ice cream production.

**McGraw**  
**CONCENTRATE EMULSER**  
*"for the finest in ice cream"*

**McGRAW CHEMICAL COMPANY**  
 831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS

**Hudson's**  
**VANILLAS**

**Hudson Manufacturing Co.**  
*Vanilla Products*

EST. 1888

6310 LINCOLN AVE., MORTON GROVE, ILL.

**Finest Vanillas for Over 60 Years**

## AMERICAN FOOD LABS HOLDS MEETING

To familiarize its salesmen with the multiple developments that have resulted from continuing technical research, American Food Laboratories, Brooklyn, New York, manufacturers of ice cream, confectionery, and bakery ingredients, held a two-day sales meeting on December 27 and 28. Attending this session were sales representatives from Philadelphia, Baltimore, Detroit, Chicago, San Francisco and Los Angeles.

The first day's meetings were held at the Hotel Pierrepoint, Brooklyn, where new products were discussed, as were technical advances in the firm's vanilla extracts and powders, pure rum, pure maple, emulsifiers and stabilizers.

On the following day, the sales representatives were taken on a tour of the American Food Laboratories plant, and were shown many additions to its already extensive equipment.

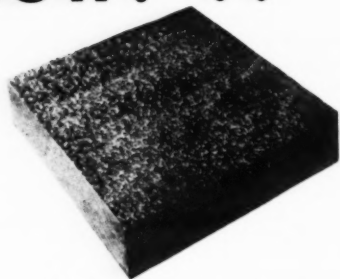
George Haas, a well-known figure in the ice cream and confectionery field, has been appointed upper New York State sales representative for American Food Laboratories. Mr. Haas will represent the firm for its complete line of ice cream and confectionery products.

## NUT FIRM APPOINTS REPRESENTATIVES

Princess Pecans, Inc., Camilla, Georgia, has announced the appointment of Southeast Reddi-Wip, Inc., 11 S. Davis Street, Jacksonville, Florida, as southeastern representative for the nut firm's line of "King O'Nuts" toasted pecans for use in ice cream.

Aaron Block is President of the Florida firm and Charles

# NOW. . .



## A PERFECT INSULATION FOR EVERY REFRIGERATION NEED

A new and constant insulating value—a low K factor of 0.20 British Thermal Units! You can offer new and greater protection when you insulate with

# ONAZOTE

EXPANDED HARD-BOARD CELLULAR EBONITE

Strong! Light—density 4 pounds per cubic foot! Easy to handle ONAZOTE is not affected by moisture—it will not rot! It will outlast the equipment in which it is used!

**SEND TODAY FOR COMPLETE DETAILS**

BRITISH XYLONITE, INC.

754 Lexington Avenue

Brooklyn 21, N. Y.

## Try it NOW!



**BESTOV Chocolate Liquor**  
a choice bean blend produces  
its fine flavor  
Cracked into Pieces for Easier Handling!

**BLUMENTHAL BROTHERS Since 1900**

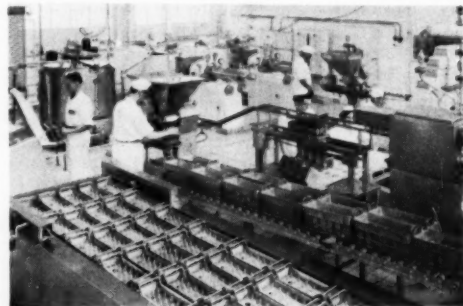
COATINGS • LIQUORS • COCOAS

Margaret & James Sts., Phila: 37, Pa.

L. White is Sales Manager. They will call on ice cream manufacturers in Georgia, Florida, Alabama, Mississippi, and North and South Carolina.

## BELGIAN FIRM INSTALLS NOVELTY UNIT

Pictured below is novelty-manufacturing equipment installed in the Every Day Ice Cream Company plant in Brussels, Belgium. The complete installation was achieved by Joseph L. Kindman, President of Fulton Engineering Company, during his recent trip to Europe.



Equipment added by the Belgian firm includes a Fulton sixty-mold stainless steel brine tank with pneumatic pusher, the capacity of which is 720 dozen bars per hour. Other apparatus installed by Mr. Kindman includes stick holders, an Anderson power filler, an Anderson filler and capper, and a Vitafreze automatic dipper and bagger.

## GOOD HUMOR MARKS ANNIVERSARY

Good Humor Corporation of California marks its twenty-fifth anniversary this year, and the Hollywood Advertising Club observed the occasion by honoring founder Paul Hawkins at a recent meeting. The firm now has 300 sales cars and seventy-five stores that retail ice cream in Southern California.

Mr. Hawkins related the history of the establishment of the concern at the meeting. He told of his dealings with Harry Burt, Good Humor creator and now President of Malt-A-Plenty, Inc., Tulsa, Oklahoma. Mr. Hawkins obtained a franchise for California from Mr. Burt.

The first West Coast "Good Humors" were offered in Los

Angeles in 1927. Ten drivers made their way through the city's streets in a driving rain! But despite this and subsequent handicaps, the firm's merchandising program clicked and today Good Humor is one of the best known names in the ice cream industry.

#### GUNDLACH MANAGEMENT CLINIC HELD

Executive heads of ice cream plants throughout the United States and Canada attended the ice cream management clinic held in Cincinnati January 16 to 18 under the direction of G. P. Gundlach & Company, consultants to the dairy industry.

Some of the subjects vital to management presented at the Cincinnati Club by specialists included tax control and modern accounting practices for the ice cream business, plant labor efficiency (gallons produced per man-hour); how to get the most value out of the huge annual ice cream plant purchases of paper and paperboard for containers and packaging, including insulated packages; individualized portions; low fat frozen products; soft frozen products and other top "prime concern" items for 1952 management operations.

The Gundlach executives who guided the management clinic sessions were headed by G. P. Gundlach, President; C. W. Esmond, Vice President, and Ross J. Winning and C. E. Lawrence, staff specialists.

Other discussion leaders included Irving C. Reynolds, Franklin Ice Cream Company, Toledo, Ohio; Morris L. Finneburgh, Liquid Carbonic Corporation, Chicago, Illinois; Clement T. Romer, Washington, D. C., and Cincinnati tax consultant; Bernard L. Schapker, food merchandising consultant; Cincinnati, and Charles P. Taft, Cincinnati attorney, civic leader, former Cincinnati councilman and recently announced Republican candidate for Governor of Ohio.

#### CHERRY-BURRELL ISSUES REPORT

Cherry-Burrell Corporation, Chicago, has issued its 1951 report to stockholders. Sales for the year, amounting to \$34,600,000, were the highest in the company's history. On this record volume of business, the company earned \$1,216,622, equal to \$2.19 per share of common stock. Earnings in 1951 amounted to \$963,315 or \$1.62 per share.

Basic changes in the Cherry-Burrell organization plan were explained during the annual stockholders' meeting which concluded on January 15. The concern's new President, John G. Cherry, described the decentralization project which was developed by a leading management counsel service at the request of the late John W. Ladd, Mr. Cherry's predecessor.

The plan places the responsibility for design, production, sales and profit directly upon each production division. It is anticipated that these changes will bring the needs of the firm's customers closer to the designers and builders of Cherry-Burrell equipment. All three departments will be coordinated under Carl Wood, new Vice President of Operations, assisted by David H. Burrell III, new Assistant Vice President of Operations.

#### SUNSHINE OPENS NEW YORK OFFICE

Sunshine Packing Corporation of Pennsylvania has announced the opening of a New York City office at 105 Hudson Street under the direction of Vice President David G.

Rahal. Paul Sculky, New York office manager, and his associate, Sanford Doctors, will cover the metropolitan eastern territory for the firm's line of frosted foods, canned and frosted fruit juices, purees, brined cherries, glazed fruits, and maraschino, solid pack and dipping cherries. The firm maintains a branch office at 308 W. Washington Street in Chicago. Main headquarters are in Northeast, Pennsylvania.



ANNUAL EASTERN sales meeting of the Virginia Dare Extract Company was held December 27 through December 29 at the main office and plant at 10 Bush Terminal, Brooklyn, New York. Among those there were, front row, left to right: Harry Dessender, Vice President; Henry Kellerhals, Secretary. In the second row, right to left: Dr. Clarke Davis, Technical Supervisor; Dr. B. H. Smith, Chairman of the Board; Lincoln Young, Vice President and Sales Manager; and Lloyd Smith, President.

## SELL MORE ICE CREAM

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Other Pat. and Trademark Reg.  
Pend.

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STRAK AND  
CRUSHED-FRUIT DISSENER



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United Sound &  
Signal Co., Inc.

**PENNCO, Inc.**

"PENNCO IS SERVICE"

201 NORTH BROAD STREET, PHILADELPHIA 7, PA.

## DRIVE-IN SYSTEM ORGANIZED



A new soft ice cream company drive-in system organization has been established in St. Paul, Minnesota.

The name of the new organization is Dairy Way. Its drive-ins will feature a new soft ice cream product produced by continual, direct-draw freezing. Sani-Serv continual, direct-draw freezers will be used in the drive-in chain.

The mix and distribution organization is headed by Herman Paster, St. Paul, who is widely known in the automatic coin and vending machine field.

"Dairy Way is going into business on an international basis from its beginning," Mr. Paster says. "Dairy Way will introduce several completely new factors into the soft ice cream drive-in field." He cited a new cone-shape as an example.

The Dairy Way Corporation has opened several pilot-model drive-ins in the Upper Midwest, and has licensed some state agents and individual operators.

Home office of the corporation is at 2218 University Avenue, St. Paul 4, Minnesota. An eastern sales division, headed by David Clayman, has offices in Lawrence, Massachusetts.

Dairy Way recently demonstrated its product at launching ceremonies in St. Paul. Mr. Paster is shown above drawing a cone as associates Eric Ahlstrand, creamery executive, on left, and Sydney Goff, attorney, right, look on along with Mayor Edward Delaney of St. Paul, far right.

## KELVINATOR HOLDING SALES MEETINGS

C. K. Snyder, representative of Nash-Kelvinator Corporation, is holding a series of sales meetings this month at which the new Kelvinator open top, glass front cabinets and standard Kelvinator units are being displayed. Superstructures and other merchandising material also are being featured.

The schedule is as follows: February 7, Penn-Sheraton Hotel, Philadelphia; February 14, Mayflower Hotel, Washington, D. C.; February 21, Hotel John Marshall, Richmond, Virginia; and March 4, Monticello Hotel, Norfolk, Virginia.

Interested ice cream manufacturers were invited by Mr. Snyder to attend. Similar meetings in other territories will be announced at a later date, he said.

## ACME DAIRY SUPPLY FIRM ESTABLISHED

The establishment of Acme Dairy Supply Company, 1110 S. E. Hawthorne Boulevard, Portland, Oregon, has been announced by Harvey E. Duke. Mr. Duke has had thirty-six years of experience in the dairy industry, and his associate, Mike Ray, has been in the industry for more than thirty years.

Mr. Duke, Secretary-Treasurer of the Northwest Association of Retail Ice Cream Manufacturers, is recognized as an authority on ice cream judging, and has been associated with some of the largest plants on the Pacific Coast. Both Messrs. Duke and Ray have been connected with the Creamery Package Manufacturing Company.

## APG ANNOUNCES PROMOTION PROGRAM

The American Paper Goods Company of Kensington, Connecticut and Chicago, announces its participation in the Howdy Doody ice cream program with the exclusive rights to manufacture and sell Howdy Doody ice cream cups and premium lids.

"The Howdy Doody pack offers a double sales punch," said Advertising and Sales Promotion Manager Robert Higgons. "Ice creamers get not only the selling power of the fabulous puppet, but also the repeat business which premium lid prizes will bring."

## VENDO IS 15 YEARS OLD

The Vendo Company of Kansas City, Missouri, passed the industrial milestone of fifteen years in the automatic merchandising field last month. Vending machines and the Vendo Company are virtually the same age. In fifteen years

# HOOTON

## CHOCOLATE FLAVORCOAT

Made with CHOCOLATE LIQUOR

better taste for ice cream bars and novelties


HOOTON  
CHOCOLATE COMPANY  
NEWARK 7, NEW JERSEY



## A service to you . . . . the Supplier!

Here is a complete, up-to-date reference on dairy manufacturers. Screens the good accounts from bad credit risks. Gives a complete list of all prospects . . . including key individual's name, products manufactured, size of plant, CREDIT RATING.

This information saves hundreds of dollars annually! Seventeenth annual edition now available. Write for details.



## DAIRY CREDIT BUREAU

1740 Greenleaf Ave., Chicago 26, Illinois

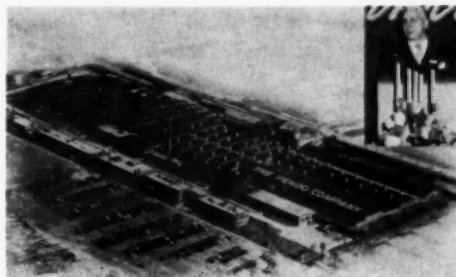
the use of automatic venders has become nationwide for merchandising items from ice cream to nylon hose.

Vendo has kept in step as the automatic merchandising industry climbed steadily to its place in American business economy. For half a decade or more, through World War II and on into early peacetime production in 1947 and '48, bottled beverages, together with peanuts, candy and cigarettes, were about the only items for which vending machines were built. Vendo, one of the first manufacturers to put a successful vending device for bottled beverage coolers into the field, was on hand when refrigerated machines first hit the market, converting the demand rapidly from the ice cooler to the now popular electrically refrigerated machine with its dry bottles of ice-cold sodas. Introduction of a compressor unit to make refrigerated items vendable was a turning point in the rise of the automatic merchandising industry.

During 1949 refrigeration's potential in automatic merchandising took another step forward when packaged ice cream was hit upon as a vender item. The next year Vendo put out a machine to vend ice cream bars on sticks. During 1951 alone, an estimated 28,300,000 bars from Vendo's ice cream venders were sold and consumed by the American public, particularly service men and women in military camps.

Vendo celebrated its fifteen-year mark with an elaborate banquet for civic leaders and long service employees at one of Kansas City's hotels on January 3.


The company's founder and first President, E. F. Pierson (pictured above, inset), who made the principal address of the occasion, said, "It may seem presumptuous for the Vendo



Company to celebrate only a fifteenth anniversary when some companies in Kansas City have observed a fiftieth or a hundredth; when we have a payroll of three million dollars and spend seven million in the area on materials, while others spend several times that much. But our industry has only captured attention in the last two decades. From penny gum and peanut machines in the '30s, the automatic merchandising business now has more than three million machines in use in the U.S.A."

In its large, quarter-mile long factory (pictured above) in Kansas City's Blue Valley industrial district, the Vendo Company presently is engaged, in addition to automatic merchandising equipment, in defense production, which it is estimated will increase this year from one-third to one-half the total output of the firm. Defense contracts include gun turrets for navy aircraft, aerial landing kits, signal corps an-

**PREREQUISITE TO FINE ICE CREAM**



# Beck's

**Always Finer**

# VANILLAS

**BECK VANILLA PRODUCTS COMPANY**  
General Offices and Factory: EAST ST. LOUIS, ILLINOIS




**Sani-Serv**

**AMERICA'S FOREMOST CONTINUOUS  
DIRECT-DRAW DAIRY FREEZER**

- Stainless steel cylinder
- positive feed dasher
- lifetime, stainless steel construction
- h.p. dasher drive motor
- dasher drive
- controls
- Top speed, continuous service
- minimum maintenance
- Factory guaranteed.

- Heavy-duty
- Lifetime, stainless steel construction
- Ball bearing
- Fully automatic controls
- Maintains uniform temperature
- Easily serviced

**WRITE FOR COMPLETE INFORMATION**

*General Equipment Sales, Inc.*

824 South West Street • Indianapolis, Ind.

tenna and a newly acquired contract for parts for the manufacture of the F-84 Thunderjet made by General Motors.

John T. Pierson, who is now President of the company, in his remarks at the banquet, said that because of the critical materials situation the civilian goods output for the year cannot be estimated. If the Vendo Company is able to get the material it asks for, he said, automatic merchandising equipment production will double last year's.

### SEALRIGHT AWARDS PRESENTED

Thirty-one ice cream companies in eighteen states, and the Sealright Company have been presenting prizes to the winners of the packaging concern's 1951 ice cream dessert national contest.

The contest was promoted nationally by Sealright for its customer ice cream companies who use its containers and cups. The ice cream companies conducted the contest in their own territories as their own promotion over their own names. The contest emphasized the desirability of ice cream desserts for meals and parties.

The grand prize was an air trip two weeks vacation for two at the famous Hotel Halekulani, Waikiki Beach, Hawaii. This was won by a customer of Price's Creameries, El Paso, Texas. The winner is Mrs. Rowena Bridgers of 3111 Sacramento, El Paso. Mrs. Bridgers, a veteran second grade teacher, and her daughter, Mrs. Carolyn Gutman, took the trip to Hawaii and return via United Air Lines in December.

The thirty other prizes were major Westinghouse electrical appliances for the home. The contest was judged by the Chicago judging firm, R. L. Polk and Company.



## LOOK OVER THESE PLUS FEATURES

- Ultra Light weight All-Aluminum structure throughout.
- Rugged construction for longer life.
- Custom Built to meet specific needs.
- Designed for maximum ease of loading and unloading.

All these and many more outstanding features are yours with our Custom Built All-Aluminum refrigerated bodies. Let us quote on your requirements.

*Pioneers in All-Aluminum Structure*

**BARRY & BAILY CO.**

2421 NO. 27 ST., PHILADELPHIA, PA.



SEALRIGHT CONTEST winner of the national ice cream dessert contest, Mrs. Rowena Bridgers, receives her air tickets to Hawaii and return at the airport from David E. Price, of Price's Creameries, Inc., El Paso, in the presence of interested observers.

Presentation of the prizes was made by the owners and leaders of the ice cream companies, the Sealright representative, and newspaper men and press photographers.

Always alert with help for selling ice cream and milk, Sealright saw to it that ice cream and milk rather than competitive soft drinks were served at the famous Paul Whiteman TV Teen Club Holidays party this year.

Announcing that special holiday treats had been arranged for the Teen Club this year and holding up the Sealright packaged ice cream and bottles of milk to show the treats, Mr. Whiteman scored a point for the dairy-ice cream industry. Some 20,000,000 TV watchers are estimated to have seen the TV Teen Club program over 48 TV stations during the holiday season.



HOLIDAY TREAT and TV publicity "break" for ice cream resulted as teen-agers at Paul Whiteman TV Teen Club program "mob" free ice cream counter provided by Sealright.

### FOOTE AND JENKS HOLDS CONFERENCE

On January 3 and 4, at the company offices in Jackson, Michigan, Foote and Jenks, vanilla specialists, held its fifty-first annual conference of representatives, officials and house employees.

During the two-day meet, informal business meetings were held, new products introduced and a successful year re-

viewed. Out-of-state speakers participated in many of the discussions. Entertainment contributed to the enjoyment of those attending. Two new representatives, Don Horne of Los Angeles and William H. Bridgewater of Montgomery, Alabama, were honored and welcomed into the sixty-eight-year-old organization.

In addition to Mr. Horne and Mr. Bridgewater, representatives attending were O. W. Badger, Syracuse, New York; Clarence E. Davis, Wilmette, Illinois; Keith J. Jones, Indianapolis, Indiana; John B. Main, Greensboro, North Carolina; W. S. Maute, Wauconda, Illinois; John M. Morse, Worthington, Ohio; M. B. Moseley, Ben Wheeler, Texas; Sidney Ross, New York City; T. J. Torjusen, Wellesley Hills, Massachusetts; and Earl Weed and Worth Weed of Jackson, Michigan.



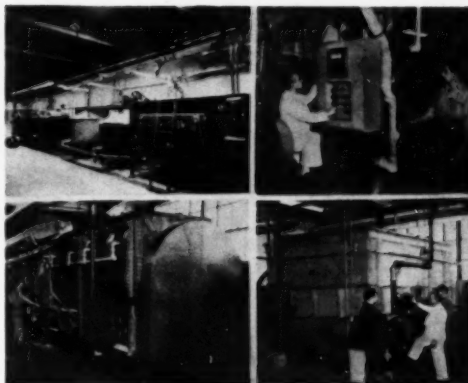
DALE GILLESPIE has been appointed manager of the Buffalo (New York) branch of Creamery Package Manufacturing Company. He has been with the firm since 1939.

#### VAN LEER MARKS PLANT ANNIVERSARY

The Van Leer Chocolate Corporation last month celebrated its second anniversary in its new plant at 110 Hoboken Avenue, Jersey City, New Jersey.

Emphasis on research and quality control has characterized the Van Leer operations. The firm manufactures chocolate products for the baking, ice cream, and confectionery industries. Included in the line are coatings for ice cream bars, chocolate liquors, chocolate chips, and imported Holland-Dutch cocoa.

Major improvements in the past two years are pictured in the accompanying photographs. The result of these improvements has been to increase production capacity to twice its previous level.



NEW EQUIPMENT in Van Leer Chocolate Corporation plant includes (top left) a line of tanks and a conch with special provisions for quality control; (top right) a tempering unit which will increase capacity on higher grades of coatings; (bottom left) a large mixing tank; and (bottom right) a special mixer that will make automatically a 25,000-pound truck-load of chocolate at one time.

#### JUDY ANN ACQUIRES VENDING FIRM

Judy Ann Ice Cream Corporation, New Hyde Park, New York, has acquired the business and assets of Ice Cream Enterprises, Inc., a competing street vending concern that began operations last year in the New York metropolitan area, concentrating in Queens and Nassau County. The Ice Cream Enterprises fleet will be redecorated and will sell Judy Ann products this season.

#### JOHN FINKE RETIRES

John Finke of Finke's Ice Cream, Ravena, New York, has announced his retirement from business. Mr. Finke has sold his interest to his son, William Finke, with whom he has been partners since the establishment of the concern in 1933. The firm has expanded steadily and now is one of the largest independent ice cream manufacturing companies in Northern New York.



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• FOR QUALITY AND PROFITS  
• EASY TO USE—ECONOMICAL

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**THE CREAMERY PACKAGE MFG. COMPANY**  
General Offices: 1243 W. Washington Boulevard, Chicago 7, Illinois  
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FLAVOR-OF-THE-YEAR\*

# Butter Brickle<sup>®</sup>

CANDY FLAVORED  
**ICE CREAM**

A "BIG-4"  
ALL-YEAR SELLER



WRITE for Broadside of Free  
Advertising-Merchandising  
Helps.

**FENN BROS., INC., SIOUX FALLS, SOUTH DAKOTA**

\*BUTTER BRICKLE is the exclusive Trade  
Mark of Fenn Bros., Inc. ©

## Classified Advertising

### FOR SALE

**FOR SALE:** Four Ice Cream Concession Trailers, all aluminum bodies, 30 gal. ice cream storage, fully equipped, excellent shape; cost \$1500 each, will sell the 4 for \$2400. Dairyland Farms, Inc., Box 908, Chapel Hill, N. C.

**FOR SALE:** 24 mold Vaden novelty brine tank with automatic temperature float. Used three years. Replaced with larger tank. Asselip Creamery Co., Norway, Michigan.

**FOR SALE:** 1940 Chevrolet Truck with dry ice refrigerated body, 3 doors, 2 separate compartments, \$285. Eblings Ice Cream, 788 St. Ann's Avenue, Bronx, N. Y.

**FOR SALE:** Good selection of Freezers, Homogenizers, Pasteurizers, Coolers, Fillers, Vacuum Pans, Pumps, etc. Write or wire your requirements. Lester Khoe Machinery Corporation, 1 East 42nd Street, New York 17, N. Y. Telephone: MUrray Hill 2-4616.

**FOR SALE:** Standard 5 and 3 gal. ice cream cans; 1 Mechanical Refrigerated Body, good condition; 1 Ford Truck (1938) with refrigerated (dry ice) body painted all white, no name or advertising on body, good condition. Contact Maloof Ice Cream Co., 565 Bank Street, New London, Conn.

**FOR SALE:** 2 Revco—Model 300 Ice Cream Dispensers for 3, 3½, or 4 oz. cups—vends 11½ cups. Contact Knickerbocker Farms, 53 Prospect Street, Amsterdam, New York.

**FOR SALE:** Complete vending business—7 trucks, 3 carts and fully equipped novelty manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**FOR SALE:** "York 14" x 11" V.S.A. Ammonia Booster Compressor, V belt drive, force feed oiling system, condition like new. Box #354, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**FOR SALE:** Complete ice cream manufacturing plant, five combination fountains and retail ice cream store and small wholesale ice cream route. We operate in five small cities in a rapidly growing district of Central California, known as the Monterey Bay Area. We have a year around sale of ice cream of approximately 40,000 to 50,000 gallons. We have operated this business for over 25 years very successfully and with close attention it should pay as handsomely in the future as it has in the past. Illness and other interests compel us to sell. Prefer to sell as a whole but will consider individual sales. Reasonable terms. Box 413, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**FOR SALE:** Four Electro-Freeze model-25 air cooled freezers, excellent condition, used only few months. \$750 each. West Enterprises, 1440 Perry Avenue, Salt Lake City, Utah.

**FOR SALE:** One of the largest and most substantial wholesale ice cream manufacturing plants in the South. Twenty-five years' establishment in city with 125,000 population. Entire building is of solid brick, built on entire city block, and is one of the most beautiful plants in the South, doing year-round wonderful business. Reply to Box 400, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**FOR SALE:** Lamson "Popsicle" bagger with automatic release; Anderson stick placer; General Mills pint box former; Model D—Fitzpatrick comminuting machine; automatic "Popsicle" dipper. Box 410, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**FOR SALE:** 1 Robbins & Burke Ice Cream Body, 500 Gallon, 2 door. Compressor in Body. Good Condition. 1 Robbins & Burke Ice Cream Body, similar to above, mounted on 1942 2-ton Federal Chassis. Ideal for small route, and ready to run. (Both units reasonable, prices upon request). 1 Frick 7½ H.P. 3 Cylinder Self Contained Freon Compressor with all controls. In very good condition. \$450. 1 Greenwood 5 x 5 Ammonia Compressor with Motor and Switches, \$100. All items offered subject to prior sale. Available for inspection at our plant. Prices F. O. B. Johnstown Sanitary Dairy Company, Johnstown, Pennsylvania.



## GET IN THE SCRAP

**Send for this new booklet  
—it tells how you can help  
out in the emergency facing the nation.**

Many thousands of manufacturing plants now face serious shortages of steel and products made of steel.

Unless the steel mills and foundries get more scrap iron and steel, it will be impossible to meet current demands for both military and civilian production.

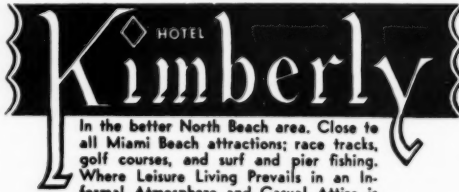
You have the needed scrap—in the form of "idle" iron and steel: obsolete machinery, no-longer-usable jigs and fixtures, chain, gears, pulleys, pipe, etc.

Set up a Scrap Salvage Program in your plant\* and help keep the steel coming! Non-ferrous scrap is needed, too!

\*For copy of "how-to-do-it" booklet, address Advertising Council, 25 W. 45 St., New York 19, N. Y.



## ICE CREAM FIELD



## Kimberly

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In the better North Beach area. Close to all Miami Beach attractions; race tracks, golf courses, and surf and pier fishing. Where Leisure Living Prevails in an Informal Atmosphere and Casual Attire is Encouraged...

- 124 Luxuriously Furnished Rooms
- 200 Foot Private Beach
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- Free Parking on Premises
- Air Conditioned Lobby, Cocktail Lounge, and Coffee Shop
- Air Conditioned and Oceanfront Rooms
- Entertainment

### MOTORISTS

You'll enjoy our motel accommodations... Park in front of your room by the Sea... Enjoy complete luxury plus casual, informal motel living. Children welcome.

**SPECIAL WEEKLY AND MONTHLY RATES**

## MIAMI BEACH

DIRECTLY ON THE  
OCEAN AT  
158TH STREET

OPEN YEAR 'ROUND



\$5

from  
PER PERSON  
TWO IN A ROOM

## Classified Advertising

**FOR SALE:** Small Ice Cream Plant in Central Florida, wholesale and retail, very reasonable. Pure Dairy Products, 128 S. Hughey St., Orlando, Fla.

**WANTED TO BUY:** Wholesale Ice Cream Business in Michigan or Ohio. Real estate and equipment not required. Write full details to Box 425, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**POSITION WANTED:** At present general manager of large Milk and Ice Cream Plant. Thoroughly experienced in all phases of business with accent on Sales Management and above position. Valid reason for wanting change. Will consider any location and furnish references from well known industry men. Full background will be furnished by request. Write Box 419, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**HELP WANTED:** Production man for Ice Cream Plant located in Illinois. Must understand all phases of production and equipment and be able to handle help. Steady position. Give experiences, references, age and salary. All information will be held strictly confidential. Box 418, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**HELP WANTED:** Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

**HELP WANTED:** Ice cream maker for modern ice cream plant. State age and qualifications. Box 407, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**HELP WANTED:** Ice Cream truck vending business wants experienced man to take full charge of fleet of 40 trucks in Baltimore, Maryland. State qualifications, employment record and salary expected. Box 420, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**HELP WANTED:** Ice Cream Mold, Cake and Fancy Man. Must be A-1. Full time. Exclusive Co. in Beverly Hills, Calif. Write stating full experience and salary expected. Box 423, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**HELP WANTED:** Experienced man to work in Eastern Connecticut. Must know how to make ice cream and mix; experienced in running Continuous Freezer. Steady position to the right party. State experience, salary desired and references. Write Box 424, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**HELP WANTED:** Experienced milk man. Must know operation of all equipment including Pure-Pak. Good proposition for right man. Location, South-Central Alabama. State age and qualifications. Box 417, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**HELP WANTED:** We have a wonderful opening for experienced ice cream salesman to take over ice cream distribution, retail and wholesale; will require investment of \$10,000; net income should exceed \$1,000 per month. Location in North Carolina. Write Box 421, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**HELP WANTED:** Experienced person to take over and promote a chain of Dairy Stores. Will require some financial investment. Located in southern state. Box 422, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

## Rates

**RATES:** machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Add 25c per month for use of box number to cover handling. Minimum charge \$1.00.

## IT TAKES THE BEST TO MAKE THE BEST



For over 28 years, Chocolate Products coatings have been one of the consistently best products in the industry. In today's super-competitive market, where sustained customer appeal is important, Chocolate Products coatings are more in demand than ever before.

**ICY-DIP**—A good, economical chocolate liquor coating.  
**QUIK-KOTE**—(fast dry). Same as ICY-DIP, but made for high speed production.  
**KAYO**—A blend of better chocolate liquors—quality at an economical price.  
**KAYO SUPER**—(fast dry). Same as KAYO, but made for high speed production.  
**BROWN DERBY**—A superior blend of chocolate liquors. Noted for flavor, appeal and aroma.  
**BROWN DERBY SUPER**—(fast dry). Same as BROWN DERBY, but made for high speed production.  
**SUPREME**—The supreme in chocolate liquor coatings—nothing finer at any price.  
**CO-ED**—A mild, light colored coating with exceptional taste.  
**BUTTERSCOTCH**—Creamy, rich, butterscotch flavored coating.  
**FUDGE SAUCE**—For variegated ice cream, chocolate flavored.

## CHOCOLATE PRODUCTS COMPANY

415 WEST SCOTT STREET, CHICAGO 10

741 KOHLER STREET, LOS ANGELES 21

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# NEW STOCK DESIGN

*With Territory Protection*



## *Sharpen Appetites and Sales with These Brilliant Packages*

You know how women go for color . . . how often they buy things on the spur of the moment because a gay package catches their fancy! Take advantage of those proven selling facts by stepping up the appeal of your ice cream packages.

This new stock design is ideal for the medium-size producer. No cost for art work and plates—yet a design that's exclusively yours in your territory.

Here's appealing beauty, natural color for quick flavor identification, and reasonable cost. Write for sample packages and full details.

5000  
SERIES

FOLDING, PARAFFINED, AND LAMINATED CARTONS  
BAKERY PACKAGES • PREPACKAGING BOARDS AND TRAYS

**SUTHERLAND**  
PAPER CO.  
KALAMAZOO  
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LIQUID-TIGHT CONTAINERS • FOOD TRAYS • PAPERWARE  
EGG CARTONS • PLATES • PAILS • HANDI-HANDLE CUPS

# EVERYBODY



*Likes*

## NATURAL BODY

*stabilized with*

### DARILOID or DRICOID

Ice cream stabilized with Dariloid or Dricoid has pleasing NATURAL BODY—smooth and firm, yet entirely free of gummy stickiness. It's the kind that's "cool tasting" and refreshing...ice cream that just naturally wins and holds consumer preference.

Continued leadership of Dariloid and Dricoid is based on this proven ability to produce ice cream that hits the spot with consumers—young and old alike. More gallons of ice cream are stabilized with Dariloid and Dricoid than by any other stabilizer or stabilizer-emulsifier.

Why not make a trial test and find out for yourself? Write or call our nearest regional office.



DARILOID... DARILOID XL...

DRICOID... DRICOID XL

Stabilizers and stabilizer-emulsifiers to meet all plant requirements

PRODUCTS OF

# KELCO

COMPANY

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